

**A PRAGMATIC ANALYSIS OF MAXIM FLOUTING DONE BY
THE MAIN CHARACTERS IN *THE DEVIL WEARS PRADA***

A THESIS

Presented as Partial Fulfillment of the Requirement for the Attainment of
Sarjana Sastra Degree in English Language and Literature



Lut Husaini Widi Hidayati

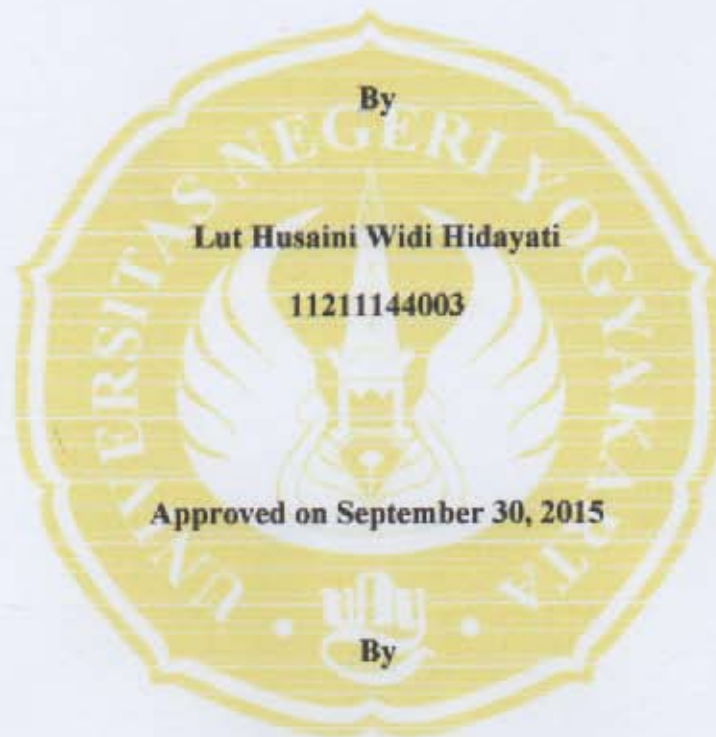
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2015**

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CHARACTERS IN *THE DEVIL WEARS PRADA***

A THESIS



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menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri dan sepanjang pengetahuan saya, karya ilmiah ini tidak berisi materi yang dipublikasikan atau ditulis oleh orang lain atau telah digunakan sebagai persyaratan pada penyelesaian studi akhir di perguruan tinggi lain kecuali pada bagian-bagian tertentu yang saya kutip sebagai acuan dengan mengikuti tata cara dan etika penulisan karya ilmiah yang lazim.

Apabila terbukti bahwa pernyataan ini tidak benar, hal itu sepenuhnya menjadi tanggung jawab saya.

Yogyakarta, 29 September 2015

Penulis



Lut Husaini Widi Hidayati

Dedication

This thesis is dedicated to:

ibu & bapak

MOTTOS

...and seek help in patience and prayer.

(Al-Baqara : 45)

A flower does not think of competing to the flower next to it.

It just blooms.

(Anonymous)

She believed she could so she did.

(Anonymous)

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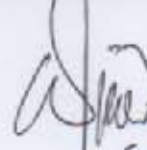
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Yogyakarta, September 30, 2015

The Researcher



Lut Husaini Widi Hidayati

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A PRAGMATIC ANALYSIS OF MAXIM FLOUTING DONE BY THE MAIN CHARACTERS IN *THE DEVIL WEARS PRADA*

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ABSTRACT

This research aims (1) to describe the types of maxims that are flouted in *The Devil Wears Prada*, (2) to reveal and explain the strategies used by the main characters to flout maxims in *The Devil Wears Prada*, and (3) to describe the functions of maxim flouting done by the main characters in *The Devil Wears Prada*.

Pragmatic approach was applied in this research. Meanwhile, descriptive-qualitative method was employed. The data of the research were in the form of utterances that contain maxim flouting which were spoken by the main characters in *The Devil Wears Prada*. The context of the research was the dialogues of the movie. The data sources of this research were *The Devil Wears Prada* movie and its script. Meanwhile, the primary instrument of this research was the researcher herself. She was supported by a data sheet as the secondary instrument. The data were collected by downloading the movie and its script, watching the movie, and then collecting the data which reflect the phenomena of maxim flouting. The data analysis was conducted by categorizing the data into the types, strategies, and functions of maxim flouting, analyzing the pursued data, checking the accuracy of the data, and then drawing conclusions. To ensure the trustworthiness of the data, the data were triangulated by consulting to the expert lecturers and other students who are majoring in linguistics.

The results of the research are as follows. First, all types of maxim flouting are found in the movie. Second, each type of maxim flouting is performed by using certain strategies. Flouting of maxim of quantity is done by giving too little and too much information. Flouting of maxim of quality is done by using hyperbole, metaphor, irony, and banter. Flouting of maxim of manner is done by being obscure. Meanwhile, flouting of maxim of relation is done by being irrelevant. Third, there are nine functions out of twelve functions of maxim flouting that were found in the movie. Those functions are categorized by considering the context of the conversation. The functions are convincing, surprising, boring, frightening, causing, insulting, alarming, getting the hearer to do something, and getting the hearer to realize something. In terms of occurrence, the maxim of quantity flouting is the most used type in the movie because the main characters are informative kind of persons. Consequently, giving too much information as one of the strategies to flout the maxim of quantity becomes the strategy that is mostly used. Meanwhile, convincing becomes the most often appearing function because one of the main characters, as a second assistant who often talks to her boss and to the first assistant, needs to make the hearer feel certain about the information she gives.

Keywords: maxim flouting, types, strategies, functions, *The Devil Wears Prada*

CHAPTER I

INTRODUCTION

A. Background of the Study

In daily life, humans have to engage in communication to interact with one another. The means of communication is to connect people with a clear understanding in which the participants give and receive information to and from one another. One common form of communication is conversation. In a conversation, there are two essential roles taking part. They are speakers and listeners interchanging their role. Levinson (1989: 284) defines a conversation as a familiar predominant kind of talk where two or more people freely alternate in speaking that commonly occurs outside some institutional settings like religious services, law courts, classrooms, etc. Hence, to achieve a successful communication, particularly in the verbal one, the participants are expected to be cooperative.

To be cooperative in a conversation, the participants are expected to follow some principles called Cooperative Principles. Grice via Yule (1996: 37) states that Cooperative Principles order the participants to make conversational contribution as it is required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange. Furthermore, Cooperative Principles are elaborated in four sub-principles called maxims. They are maxim of quantity,

maxim of quality, maxim of relation, and maxim of manner. These four maxims organize how the participants should participate in a conversation such as telling the truth, being relevant, and trying to be as clear as they can in order to make the conversation run smoothly. Yet, some people often break the maxims by infringing, violating, opting out, suspending, or flouting them. Unlike flouting, the other kinds of the failure of observing maxim do not generate implicit meaning within them.

By flouting maxims, the participants of the conversation seem to be uncooperative but actually they do. The participants themselves have certain intentions of flouting the maxims. There are some intended meanings and certain purposes which are conveyed by the speaker behind the utterance where maxim flouting occurs. Hence, by flouting the maxims, the participants are not said to be uncooperative in a conversation. It is because maxim flouting is a way to make the hearer look for the real meaning beyond what is said implicitly by the speaker. When a man asks “Oh my God, what has happened to my sausage?” and then his friend answers it by saying “Your dog is looking so happy,” the man’s friend conveys a hidden meaning in his utterance more than simply describes that the dog is looking so happy. Actually, the utterance of the man’s friend is an explanation of what happened to the man’s sausage. It means that his sausage was stolen by the dog. In this case, the man’s friend is said to be cooperative by flouting the maxim of relation. In addition, the phenomenon of maxim flouting can be seen not only in real life but also in movies.

A movie is one of some kinds of entertainment. Bordwell and Thompson (1997: 3) state that movies are equal with buildings, books, and symphonies. It is an artifact that is made by humans for humans' purposes. Movie is defined as an art that can be a reflection of humans' life since it is made based on social phenomena and cultural values. It is also classified as a form of spoken discourse in which the phenomena that the researcher analyzes, that is maxim flouting, are reflected. Movies have some aspects which can reflect the phenomena clearer than other media. In movies, unlike in novels, the phenomena are depicted clearer through the context, setting, facial expression, and the like. Hence, analyzing maxim flouting through a movie can represent the analysis of maxim flouting in the real life. There are many movies that can be analyzed in terms of the occurrence of maxim flouting, but in this research, the researcher chooses *The Devil Wears Prada* as the subject of the study.

The Devil Wears Prada is a comedy-drama film based on Lauren Weisberger's novel of the same title. The story of this film is about a collage graduate, Andrea Sachs, played by Anne Hathaway, who goes to New York and gets a job as a co-assistant to a fashion magazine editor named Miranda Priestly, played by Meryl Streep. It was produced by Wendy Finerman and directed by David Frankel. This movie was distributed by 20th Century Fox.

The researcher chooses the movie because she is interested in one of the main woman characters in this movie who has a very good track as an artist, Meryl Streep. She has been nominated thirteen times for an Academy Award

through out her career and the award of the greatest actress went to her twice. Moreover, the researcher is interested in analyzing the maxim flouting done by the main woman characters in this movie. In addition, studying the movie's maxim flouting is challenging. This movie can represent the real examples of maxim flouting uttered by the woman characters.

B. Research Focus

There are some topics under pragmatics that can be conducted in relation to the subject of this research. They are deictic expressions, speech acts, politeness strategies, adjacency pairs, implicature, cooperation, etc. Yet, in this study, the researcher only focuses in analyzing maxim flouting that occurs in *The Devil Wears Prada*. It covers the four types of maxim flouting. They are maxim of quality flouting, maxim of quantity flouting, maxim of relation flouting, and maxim of manner flouting. Also, the strategies used by the main characters to flout the maxims and the function of maxim flouting done by the characters in the film are analyzed in this research.

Regarding the background of the study, there are three problems proposed in this study. They are as follows.

1. What are the maxims that are flouted by the main characters in the movie entitled *The Devil Wears Prada*?
2. What are the strategies used by the main characters to flout maxims in the movie entitled *The Devil Wears Prada*?

3. What are the functions of the maxim flouting done by the main characters in the movie entitled *The Devil Wears Prada*?

C. Objectives of the Study

Related to the research focus, the research objectives are stated as follow:

1. to describe the types of maxims that are flouted in *The Devil Wears Prada*,
2. to reveal and explain the strategies used by the main characters to flout maxims in *The Devil Wears Prada*, and
3. to describe the functions of maxim flouting done by the main characters in *The Devil Wears Prada*.

D. Significance of the Study

By conducting this research on maxim flouting, the researcher expects that this research can contribute to give some advantages. Theoretically, this research is expected to give deeper understanding in the analysis of maxim flouting depicted in a movie. The researcher also expects that this research can be a reference in analyzing maxim flouting under the umbrella of pragmatics.

Practically, this research is expected to show some kinds of maxim flouting. It can show that being cooperative in a conversation can be done by both obeying and flouting maxims using some strategies. Furthermore, it is useful for people to be more aware of being cooperative in a conversation in order to make

the conversation run smoothly. They can also avoid misinterpretation in the use of maxim flouting in a conversation.

CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter encompasses the theories that are relevant to the topic of the study as the foundation to conduct the study. It elaborates the theory of Cooperative Principles, the four conversational maxims, non-observance of maxims, strategies of maxim flouting, and perlocutionary effects.

A. Pragmatics

Pragmatics is one of many subfields of linguistics. It concerns with the study of meaning within particular context. Leech (1983: 6) states that pragmatics concerns with meaning as a triadic relation. It means that meaning in pragmatics is relative to the language user. In addition, Kreidler (1998: 19) states that the main focus of pragmatics is a person's ability to get meanings from specific situations, to recognize what a speaker is referring to, to relate new information to what has gone before, to interpret what is being said from background knowledge about the speaker and the topic, and to infer information that the speaker takes for granted and does not bother to say.

Moreover, Yule (1996: 3) states that pragmatics clearly concerns with the analysis of what people mean by their utterance not only recognizing the meaning of words in an utterance, but recognizes the words or phrases in the utterance mean by themselves. It studies how meanings of utterances depend not only on

general linguistic knowledge like grammar and lexicon but also depend on the context.

Since pragmatics concerns with the study of language use, it covers several topics of discussions. They are deixis, reference and inference, presupposition and entailment, speech act, politeness, implicature, and Cooperative Principles.

One of the several concerns under pragmatics in which the connection between language and context can be seen through a phenomenon is called deixis. According to Yule (1996: 129), deixis is defined as 'pointing' via language using deictic expressions. There are three kinds of deictic expressions namely person deixis such as 'me' and 'you', spatial deixis such as 'here' and 'there', and temporal deixis such as 'now' and 'then'.

Another concern under pragmatics is reference and inference. Reference is an act where a speaker uses linguistic forms to make a listener to identify something (Yule, 1996: 17). It includes a linguistic form namely referring expressions. They can be in the form of proper noun such as 'Shakespeare' and 'Victoria Secret', noun phrase both definite and indefinite such as 'the woman' and 'a man', and also pronouns such as 'he' and 'her'. Meanwhile, inference is defined as a process which the hearers must go through to get from the literal meaning of what is said to what the speaker intended to convey (Brown and Yule, 1983: 256).

Besides, there is also presupposition and entailment as the scope under pragmatics. Yule (1996: 25) defines presupposition as something the speaker think to be the case prior to make an utterance, while entailment is defined as something that logically follows from what is asserted in the utterance.

In addition, another focus under the umbrella of pragmatics is speech acts. Yule (1996: 47) states that in expressing themselves, people perform actions via utterances. They do not only produce utterances that contain grammatical structures. The action performed is called speech acts. As an example is when a priest utters 'I now pronounce you husband and wife.' In the utterance, the priest is not only simply saying something yet he does an action that is marrying two persons.

Moreover, in pragmatics, keeping one's face by paying attention to politeness is really concerned. Then, politeness itself is an interaction to show awareness of another person's face (Yule, 1996: 60). Some aspects that the participants of the conversation have to be taken note of are face saving act, face threatening act, and face wants.

In addition, speakers sometimes give implicit meaning beyond their utterances namely implicature in the conversation they are involved. Grice uses the term implicature to refer to what speakers can imply, suggest, or mean as distinct from what the speakers literally say (Brown and Yule, 1983: 31). The next topic under the umbrella of pragmatics is Cooperative Principles and it will be explained further on the next point.

B. Cooperative Principles

Cooperative Principle is a predominant principle in pragmatics that was developed by an English philosopher, H.P. Grice. It is a kind of a tacit agreement by both the speakers and listeners to be cooperative in verbal communication. Hence, this principle is the ground rules in which they need to be observed when the participants in the conversation are speaking and also interpreting utterance in conversation. Then, Grice specifically evolves the principle into four sub-principles called maxims. These maxims determine what participants have to do to converse in a maximally efficient, rational, and cooperative way (Levinson, 1983: 102). Grice via Black (2006: 23) mentions that the maxims are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Basically, there are two possible things that people can do with maxim: observing maxims and not observing maxim.

1. Observance of Maxims

The first thing that people can do with maxim is observing the maxim. It means that the participants of the conversation fulfill the maxims by obeying all the rules in the principles. The followings are the types and examples of observance of maxims.

a. Maxim of Quantity

When observing maxim of quantity, the speaker should give information as is required and give neither too little nor too much information (Cutting, 2002:

34). In other words, the speakers should give enough information as which is needed by the listeners.

According to Yule (1996: 38), some speakers are said to observe the maxim of quantity by saying ‘as you probably know’, ‘to cut a long story short’, or ‘I won’t bore you with all the details’. The speakers are trying to be cooperative by saying that way as in ‘I won’t bore you with all the details, but it was an exciting trip.’ The speaker prevents herself to give too much information.

b. Maxim of Quality

The second type of observance of maxims is that of quality. According to Grice via Yule (1996: 37), to observe this maxim, the participants should not say what they believe to be false and which they lack adequate evidence. In line with Grice, Cutting (2002: 35) states that to fulfill the maxim, the speakers should be sincere and say anything that they believe match to reality. The speakers tend to observed the maxim of quality by using hedges such as ‘as far as I know’, ‘I may be mistaken, but...’, ‘I’m not sure if this is right, but...’, or ‘I guess’ (Yule, 1996: 38). In the dialogue bellow, the speaker tends to observe the maxim of quality.

A: I’ll ring you tomorrow afternoon then.

B: Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they’re free. Right, bye-bye sweetheart.

A: Bye-bye, bye.

(Cutting, 2002: 35)

B says ‘as far as I know’ to indicate that B is not completely sure that he/she will be there if A rings him/her. B prevents his/herself from lying by stating that B is unsure with his/her statement.

c. Maxim of Relation

The next type is maxim of relation in which Cutting (2002: 35) explains that, to fulfill this maxim, the speaker are expected to say something relevant to what is said before. To observe the maxim of relation, the speakers can use some expressions like 'oh, by the way', 'anyway', or 'well, anyway' (Yule, 1996: 38). By saying 'Not to change the subject, but is this related to the budget?' the speaker tends to be cooperative. She begins her statement by saying 'not to change the topic' to prevent misunderstanding by changing the topic suddenly.

d. Maxim of Manner

Maxim of manner is the last one. Grice via Yule (1996: 37) orders the participants to avoid obscurity of expression, avoid ambiguity, avoid unnecessary prolixity, and to be orderly. An example of the maxim of manner can be seen below.

Thank you Chairman. **Jus – just to clarify one point.** There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera.
(Cutting, 2002: 35)

The speaker tries to be cooperative by saying 'just to clarify one point' because he knows that his statement is not so clear.

2. Non-Observance of Maxims

Sometimes, the participants of the conversation seem do not adhere to the four sub-principles. It means that the participants fail to observe the maxims. The failure of observing maxims is done by breaking the rules of them whether

deliberately or accidentally and it is called non-observance maxims. There are four ways of naming some cases related to the failure to observe the maxims. They are opting out, violating, infringing, and flouting.

a) Opt Out

A speaker who opts out the maxims shows the unwillingness to cooperate. He/she wants to be looked uncooperative. Sometimes he/she cannot reply in the way expected because of legal or ethnical reasons (Cutting, 2002: 41). The example of opting out the maxims is when a police officer refuses to release the name of an accident victim until the relatives have been informed by saying ‘I am afraid I can’t give you that information’ or by using expression like ‘no comment’.

b) Violation

Thomas in Cutting (2002: 40) states that a speaker who violates the maxims actually knows that the hearer does not know the truth and he/she will only understand the superficial meaning of the words. He/she intentionally generate a misleading implicature by providing insufficient information, saying something that is insincere, irrelevant, or ambiguous so that the hearer wrongly assumes that the speaker is cooperating. In line with Thomas, Black (2006: 24) says that maxim violation is a quiet act that has an intention to mislead the meaning. It is also known as lying. An example of maxim violation is as follow.

A: Does your dog bite?

B: **No.**

A: Ow! You said your dog doesn’t bite!

B: That isn't my dog.
(Cutting, 2002: 40)

This dialogue happens in *Peter Sellers* film in which B is Pink Panther. He asks A, as a receptionist, who completely knows that B was asking about the dog in front of her, not her own dog at home. Yet, in this dialogue, she intentionally gave him wrong information.

c) **Infringement**

Thomas in Cutting (2002: 41) states that a speaker who infringes the maxims fails to observe the maxims because he/she has imperfect linguistics performance. It can happen if the speaker has an imperfect command of the language such as a child or a foreign learner when their performance is impaired such as nervous, drunkenness, or excitement, if they have a cognitive impairment, or if they are simply incapable of speaking clearly. An example of infringing the maxims is shown bellow.

A: Could you please bring me those screws?
B: I'm busy **fidng** the **tlabs**.

The dialogue above happens when two aircraft technicians are maintaining a plane. B is hanging over, so that when A ask for some screws, the B cannot speak clearly to answer A's question.

d) **Flouting**

Flouting maxims is the only way of breaking maxims which generates implicature. Cutting (2002: 37) states that a speaker who flouts maxims expects

the hearers to appreciate the meaning implied but he/she appears not to follow the maxims.

Moreover, Black (2006: 25) explains that a speaker who flouts maxims is actually aware of the Cooperative Principles and the maxims. In other words, it is not only about the maxims that are broken down but that the speaker chooses an indirect way to achieve the cooperation of the communication. In line with Black, Curse (2006: 64) states that a speaker deliberately against one or more maxims and he/she can be said to be obeying the Cooperative Principles since he/she breaks the rules for some good communicative reasons.

1. Types of Maxim Flouting

The four types of maxim flouting are explained in the following points.

a) Maxim of Quantity Flouting

When flouting the maxim of quantity, the speaker seems to give too little or too much information than is required. It can be said that the information that is given is insufficient. An example of maxim of quantity flouting is shown below.

A: Well, how do I look?

B: **Your shoes are nice.**

(Cutting, 2002: 37)

Speaker B here flouts the maxim of quantity because B gives opinion only about the shoes while A asks for the opinion of the whole of his/her appearance. In this case, B gives less information than is required. Therefore, B is said to flout the maxim of quantity. It leads A to infer an implication that his/her appearance is not good enough except for his/her shoes.

b) Maxim of Quality Flouting

According to Cutting (2002: 37), a speaker who flouts the maxim of quality commonly says something that obviously does not represent what he/she thinks. The other ways of flouting the maxim of quality is by using hyperbole, metaphor, irony, and banter. A speaker seems to flout the maxim of quality when he/she exaggerates his/her statement like 'I could eat a horse' (Cutting 2002: 37). The speaker uses hyperbole to flout the maxim of quality. The speaker expects the hearer to infer an implication that he/she is very hungry that he/she can even eat a horse.

Another maxim of quality flouting includes the dialogue presented below.

A: Teheran's in Turkey isn't it, teacher?

B: And **London's in Armenia** I suppose.

(Levinson, 1983: 101)

In the case presented through the dialogue, A's statement is false. Teheran is not in Turkey, so B states falsely that London is in Armenia to suggest that the statement of A is not correct.

c) Maxim of Relation Flouting

According to Thomas (1995: 70), a statement is made to be irrelevant to the topic in maxim of relation flouting. Moreover, Cutting (2002: 39) says that the speaker who flouts the maxim of relation expects the hearers to be able to imagine what the utterance did not say and make the connection between his/her utterance and the preceding one. The example of maxim of relation flouting is presented in the following dialogue.

A: Where's Bill?

B: **There's a yellow VW outside Sue's house.**

(Levinson 1983: 102)

In the dialogue, B's contribution seems fail to fulfill A's question. Yet, there is a possible connection between B's utterance with the preceding one in which A can draw an implication that if Bill has a yellow VW, he may be in Sue's house.

The phenomenon below is another example of maxim of relation flouting.

Heckler: We expected a better play.

Coward: **I expected better manners.**

(Sherrin in Cutting, 2002: 39)

In the dialogue, Coward's comment seems irrelevant to the Heckler's statement in which the heckler in the audience talks about the play and Coward's states about manners. In this case, Coward intends the heckler to infer that he really expects better manner than booing about his play.

d) Maxim of Manner Flouting

Those who flout the maxim of manner are being obscure and often trying to exclude a third party (Cutting, 2002: 39). An example of maxim of manner flouting is clearly shown in the following dialogue between a husband and wife.

A: Where are you off to?

B: I was thinking of going out to get some of that **funny white stuff** for **somebody**.

A: OK, but don't be long – dinner's nearly ready.

(Cutting, 2002: 39)

In this case, B, as the husband, says something in an ambiguous way by mentioning 'that funny white stuff' to replace 'ice cream' and mentioning

‘somebody’ to replace ‘his daughter’. It is done to make his little daughter does not become excited and want to eat the ice cream before the dinner if he/she know that the funny white stuff is an ice cream.

2. Strategies of Maxim Flouting

In flouting the maxims, there are some strategies that can be used by the participants of the communication. They are expressed as follows:

a) Giving too little information

According to Cutting (2002: 37), a speaker who flouts the maxim of quantity often gives too little information. The speaker gives the inappropriate amount of information to the hearer.

A: With whom will you marry?

B: **A man.**

B, in the dialogue, gives a very short answer which contains too little information to be taken literally by the hearer. B prefers to answer it that way rather than mentioning the man’s name or mentioning the specific answer. However, B utters that to declare to A that B is not so interested to answer the question.

b) Giving too much information

A speaker who flouts the maxim of quantity seems to give too much information (Cutting, 2002: 37). So, besides giving too little information, giving too much information can be a way to flout the maxim of quantity. The following example can be considered as giving too much information.

A: what do you want to eat for dinner tonight?

B: I want a salmon grilled, umm.. **half cooked, or about 3 minutes on the pan, with golden color on every surface, serves with three asparaguses, cut in 5cm, and creamy mashed potato with a little pinch of black pepper. But I don't want them too salty.**

In this case, B gives a long answer and gives too much information about what she wants for dinner which seems unnecessary to be mentioned. Yet, she wants to tell A that she wants an extraordinary meal for her dinner than usual by giving too much detail.

c) **Hyperbole**

According to Cutting (2002: 37), a speaker who flouts the maxim of quality can do it by using several ways. He/she may simply say something that obviously does not represent what they think. In addition, the speaker can flout the maxim by exaggerating his/her statement as in hyperbole. An example of hyperbole comes from the dialogue bellow.

Lynn : Yes, **I'm starving** too.

Martin : Hurry up girl.

Lynn : Oh dear, stop eating rubbish. You won't eat any dinner.

(Cutting, 2002: 37)

'I'm starving' is an exaggerating expression which means that the speaker is very hungry.

Another example of the use of hyperbole in flouting the maxim of quality is when an adult says 'Remember that as a teenager, you are at the last stage in your life when you will be happy to hear that the phone is for you.' The statement

contains hyperbole. The adult exaggerates his/her statement rather than simply says that the adults are never happy to hear that the phone is for them.

d) Metaphor

In addition to hyperbole, another way to flout the maxim of quality can be done by using metaphor. There are some examples of flouting the maxim by using this strategy, as in 'My house is a refrigerator in January' (Cutting, 2002: 38). The statement should not be taken literally and the hearer is expected to understand the implied meaning of the speaker's utterance that his/her house is very cold in January. Other examples are in the form of conventional euphemism which is also considered as a form of metaphor such as when a speaker says 'I'm going to wash my hands' which means 'I'm going to urinate', 'she's got a bun in the oven' which means 'She's pregnant', and 'He kicked the bucket' which means 'He died'.

e) Irony

Another way to flout the maxim of quality is by using irony. According to Leech (1983: 144), irony is a seemingly friendly way of being offensive (mock-politeness). In addition, Cutting (2002: 38) states that by using irony, a speaker expresses a positive sentiment but implies a negative one. The phenomena of irony can be seen in the statement 'If only you know how much I love being woken up at 4 am by a fire alarm' when a student comes down to breakfast one morning. Through the student's statement she expects his/her friends to know that she means the opposite. Moreover, sarcasm, a form of irony that is not so

friendly, is usually intended to hurt (Cutting 2002: 38). A form of sarcasm is reflected in statement ‘This is a lovely undercooked egg you’ve given me here, as usual. Yum!’ In the utterance, the speaker first gives a compliment, yet it implies negative meaning.

f) Banter

On the contrary with irony, banter expresses a negative sentiment but implies a positive one (Cutting, 2002: 38). As stated by Leech (1983: 144) that the type of verbal behavior known as banter is an offensive way of being friendly (mock impoliteness), banter can also sometimes be a tease and sometimes a flirtatious comment as in ‘You’re nasty, mean, and stingy. How can you give me one kiss?’ At first, the speaker utters negative words to convey a compliment.

g) Being Irrelevant

To flout the maxim of relation, the speaker can be being irrelevant in responding to the previous topic talked before. The following dialogue is an example of being irrelevant in purpose to flout the maxim of relation.

A: Where is my box of chocolate?

B: **The children were in your room this morning.**
(Leech, 1983: 94)

In the dialogue, B’s answer seems not relevant to the question. Yet, the answer is considered to be relevant and cooperative if A can infer the implied meaning that probably the children who were responsible to the lost of A’s box of chocolate. They may have eaten the chocolates or they may know where the chocolate is because they were in A’s room.

h) Being Obscure

In observing the maxim of manner, the speaker should be perspicuous. On the contrary, to flout the maxim of manner, the speaker can be being obscure such as when a man asks his friend ‘how much did your car cost?’ and his friend answers ‘enough’ which leads to the implication that the cost of the car is none of a man’s business and the friend does not want to tell him.

3. Functions of Maxim Flouting

A useful framework for understanding early pragmatic development derives from the theory of speech acts. Moreover, Yule (1996: 47) states that the term ‘speech act’ refers to action performed by utterances. All utterances which can be understood by the listeners are speech acts because speaking is doing things with words. Hence, all utterances perform specific acts via the specific communicative force of an utterance. According to Austin’s view, sentences have three components. They are illocutionary force (intended function), locution (form), and perlocution (effect on the listener).

Moreover, Austin makes a distinction among the acts performed when a speaker says something. They are locutionary act, illocutionary act, and perlocutionary act.

Locutionary act, then, is defined as an act of producing meaningful linguistic expressions. An example of locutionary act is when a speaker says ‘It’s cold in here’. The locutionary act of the utterance is that the speaker makes a statement which states that he/she feels cold in that place.

Meanwhile, illocutionary act is an act that is intended to be performed by a speaker when he/she utters a linguistic expression. A speaker might utter an utterance which has a force to make a statement, an offer, an explanation, or for some other communicative purposes.

In addition, people do not simply create an utterance with a function without intending it to have an effect (Yule, 1996: 48). Hence, perlocutionary act is said to be the effect on the audiences or hearers through the uttering of the linguistic expression.

By saying something, normally, the speaker produces certain consequential effects upon the feelings, thoughts, or actions of the hearer and it may be done with the design, intention, or purpose of producing them (Austin, 1962: 101). The consequential effects are called perlocutionary effects. They are convincing, surprising, boring, annoying, frightening, causing, insulting, alarming, enlightening, inspiring, getting the hearer to do something, and getting the hearer to realize something.

a) Convincing

The first effect of perlocutionary act is convincing. Convincing the hearer is a condition in which the speaker tries to make the hearer feel certain that something is true to the speech, for example, in the utterance “Believe me! Mayo diet truly works out. I lose 4 kilos after doing the diet for 5 days.” the utterance above has the convincing effect to the hearer. A tries to make the hearer feels certain that mayo diet is an effective kind of diet.

b) Surprising

The second effect is surprising. The term surprising the hearer is when the speaker brings the hearer to the emotion aroused by something unexpected or sudden. An example of this kind of effect happens when Jason says to her girlfriend who is a fan of Brian Mcknight, “By the way, I’ve got two tickets of Brian Mcknight’s single concert for tonight, for me and you.” It brings the effect of surprising to her since she finds the fact that her boyfriend has one ticket for her.

c) Boring

The third effect is boring. The term boring the hearer is when the speaker brings the hearer to the condition of boring through the speaker’s utterance. An example of boring is when a man promises that he will return the money by the end of the month every single month. It makes the hearer bored because he says the same thing without any realization.

d) Annoying

The fourth effect is annoying. To annoy the hearer, a speaker can say something which causes slight irritation to the hearer. An example of annoying is shown in the following utterance of a husband to his wife.

A: What time will the dinner be ready? How long I should wait for my food? And when will I get my dinner, honey?

A asked his wife for many times when his dinner will be ready when his wife's cooking is almost done in order to annoy his wife for he asked the same thing repeatedly instead of quietly sitting and waiting.

e) Frightening

The fifth effect is frightening. Frightening the hearer can be done by influencing the hearer with frightening things through the speaker's utterance. The example of this case is when a mother and her son go to a mall and her son is annoying her. Her mother simply says "I'll leave you here." The utterance causes the frightening effect to the hearer that is to stop his annoyance.

f) Causing

The sixth effect of perlocutionary act is causing. Causing is the condition when the speaker produces some effect on the hearer through the speaker's utterance. When causing the hearer, the speaker expects a responsible effect, action result, or consequence through the speaker's statement. The kind of effect can be shown in the following example.

A: You just broke my hope. No need to be with me here, I'm okay.

A's utterance makes the hearer realize something then do something. He feels guilty that causes him to leave the speaker alone.

g) Insulting

The seventh effect is insulting. To insult the hearer, the speaker utters or acts something to offend the hearer. The example of insulting is shown in the following dialogue.

A: You asked for my blessing, but my answer is no! Now, excuse me.

B: What? Jane. No, no wait. Jane, please. **Please, I can't live like this anymore.**

B's utterance brings the effect of insulting. It insults A to give an approval towards her request.

h) Alarming

The eighth effect of perlocutionary act is alarming. In alarming the hearer, the speaker utters something to make the hearer know the speaker's fear that is caused by expectation of danger. An example of this effect is found when Elizabeth warns her sister to slow down when she is riding her new bicycle by uttering "Wait! Slow down! Anna!" By the utterance, Anna is alarmed to be careful.

i) Enlightening

The next effect is enlightening. It is when the speaker tries to give an intellectual or even spiritual view to the hearer. An example of this effect is found in the utterance "Did you know that an airplane can fly because there are four forces which affect it. They are lift, drag, thrust, and weight." The speaker who is a pilot tries to give a new intellectual knowledge to his friend who is working as a taxi driver.

j) Inspiring

The tenth effect is inspiring. Inspiring the hearer can be done by encouraging the spirit of the hearer through the speaker's utterance. An example of this effect happens when a mother promises her daughter something by saying,

“I will buy you the newest edition of Barbie doll if you get 10 of your math examination.” It can give the effect of inspiring towards the daughter to study hard to get ten.

k) Getting the hearer to do something

The eleventh effect is getting the hearer to do something. It is the condition when the speaker expects the hearer to do something by uttering a statement. An example of this kind of perlocutionary effect happens in the utterance, “I’ve just made some coffee.” The speaker is a wife who makes the utterance to get her husband recognizes that the coffee is ready and the effect she intended is to make him drink the coffee.

l) Getting the hearer to realize something

The last effect is getting the hearer to realize something. It is the condition when the speaker expects the hearer to understand and think deeper about what is beyond what the speaker means. When a mother is angry to her daughter because she gets drunk, smokes cigar, and has a bad way of life, she utters “You know, you’re still young and beautiful. Don’t you think of your future? It’s for the sake of your own life, not mine.” The utterance makes the hearer realize that the daughter’s life will be better if she does not have a wild life and it can make the daughter think and realize that her way of life is not good for her future.

C. *The Devil Wears Prada*

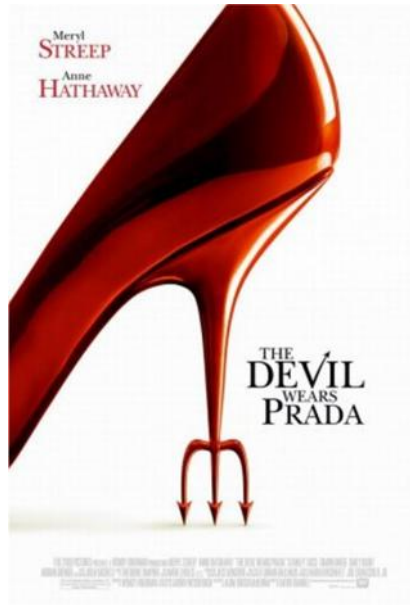


Figure 1. DVD Cover of *The Devil Wears Prada*

The Devil Wears Prada is a comedy-drama film that is adapted from a novel with the same title by Lauren Weisberger. This film is produced by Wendy Finerman, scripted by Peter Hedges, and directed by David Frankel. It stars Anne Hathaway as Andrea Sachs or often called Andy and Meryl Streep as Miranda Priestly.

At first, Andrea Sachs is a 23-year-old new college graduate from Northwestern University who goes to New York to look for a job and she gets it as a junior assistant to a tyrannical editor-in-chief of Runway magazine, Miranda Priestly. She accepts the job in hope that it can be a stepping stone for her career to become a New York journalist.

Andrea Sachs has poor sense of fashion that leads her to be the center of mockery among her fashionable colleagues including the main assistant of Miranda, Emily Charlton. She does her job quite well, but Miranda never appreciates anything done by Andrea. She soon finds it quite hard to work as the assistant of such a perfectionist boss. Luckily, Nigel, one of her colleagues, helps her to improve her sense of style by giving some branded stuffs and helps her to mix and match her outfits. She becomes more stylish and fashionably adorable and does her job professionally.

As time goes by, Andrea sets her mind on to survive in the world of fashion as expected to run the chance to enter a new world of journalism. She, then, dedicates most of her whole days for Runway, especially for her devil-boss. As the consequence, she does not pay too much attention towards her personal life specifically to her boyfriend.

One night on a social event that is held by Runway, Andrea does a great contribution to save Miranda's face by reminding the name of one of her guest which Emily cannot even remember. In return to the contribution, Miranda sees Andrea is more credible to accompany her to go to the fall fashion shows in Paris, France instead of Emily who strongly wants to go there. As a powerful boss, Miranda says to Andrea that her future career will be threatened if she refuses to go.

In the fashion shows in Paris, there is something that makes Andrea realize that she is in a wrong world. Andrea finds out that Miranda's position will

be replaced by Jacqueline Follet, the editor of French Runway. She tries to warn Miranda but Miranda has already known about that news. Miranda struggles by herself to prevent that thing happens. She chooses Jacqueline Follet instead of Nigel to be the new president of James Holt International, so she will not have a chance to replace Miranda's position. Andrea thinks that what Miranda did to Nigel is a sadistic thing and she will not do that kind of thing. Yet, actually, Andrea did the same thing to Emily.

At the end, Andrea makes her own choice to leave the distressful job for she finally realize that she will ruin her life and relationship to people surrounding if she keeps survive in the world of fashion magazine. And then, she gets a new job as a newspaper reporter by the recommendation of Miranda Priestly.

D. Related Study

Related to maxim flouting, there have been many researchers conducting the study of it. Jihan Achyun Kusuma is one of them who also focuses on maxim flouting as the object of her study. Her thesis was done in 2012 entitled *A Socio-Pragmatic Analysis of the Flouting of Cooperative Principle Maxims Done by the Main Character in Cinderella Man*. The researcher identified the men's linguistic features, the four types of maxim flouting, and the reason for the male main character to employ the maxim flouting. The theories that were used to explain the sociolinguistics aspects were language and gender by Wardaugh and also Wodak and Blanke. The theory of Cooperative Principles by Grice was also used

to explain the types of maxim flouting. In addition, for the reason of maxim flouting, the researcher applied the theory by Wardaugh. The results of the research show that the main male character employed all the four kinds of men's linguistic features. In addition, the main male character flouted all the types of maxim flouting. She also found out that the reasons why the main male character flouted the maxim were to show power, give detail information, and express emotion and solidarity.

Another research which focuses on the maxim flouting were conducted by Ahmad Dzaky Hasan entitled *A Pragmatic Analysis of Maxim Flouting Performed by the Main Character in Philomena Movie*. The researcher analyzed the four types of the maxim flouting and the strategies used by the main character in *Philomena*. Grice and Cutting's theories were used to explain the types and the strategies of maxim flouting. He found out that all the four types of maxim flouting were flouted by the main character. Moreover, he found out that the most-used strategy was being irrelevant. Irony was rarely used by the main character because the character is blunt so that he tends to insult others directly.

These two previous studies are different from this study. The first previous one relates maxim flouting to gender and the second one focuses on identifying the types and strategies of maxim flouting. Meanwhile, this study identifies types, strategies, and functions of maxim flouting done by the main characters in the movie.

E. Conceptual Framework

Firstly, *The Devil Wears Prada* movie and its transcript are used by the researcher as the primary subject. This research is analyzed using pragmatic approach. It is because Pragmatics is the study under linguistics which concern with meaning in context so that the meaning itself cannot be taken literally. It can be the tool for analyzing how people use language to deliver certain message in conversation.

However, the analysis is focused only on the Cooperative Principles within the utterances of the main characters in the movie. The theory of Cooperative Principle proposed by H. Paul Grice contains four sub-principles called maxims namely maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. The maxims are like the rules of the conversation to run smoothly. They also rule the participants to be cooperative in the conversation by fulfilling all the maxims. In conversations, however, the participants deliberately choose not to follow the maxims, yet they expect the hearers to get the implied meaning behind their utterances. It is called maxim flouting. The participants who flout the maxims are actually concern with the Cooperative Principles, but they choose a different way to achieve the good communication.

They flout the maxim by using some strategies proposed by Cutting such as giving too much or too little information to flout the maxim of quantity. Also, they can use hyperbole, metaphor, irony, and banter to flout the maxim of quality.

In addition, being irrelevant is a way for the participants to flout the maxim of relation. Moreover, they flout the maxim of manner by being obscure.

The maxim flouting has some intended meaning the speakers want to convey and also has some functions of it towards the hearers. The perlocutionary effects proposed by Austin are used to reveal the effect towards the hearer. They are convincing, surprising, boring, annoying, frightening, causing, insulting, alarming, enlightening, inspiring, getting the hearer to do something, and getting the hearer to realize something.

The explanation above is used to conduct this research on maxim flouting in *The Devil Wears Prada* movie. The analytical schema is drawn in Figure 2 on the next page.

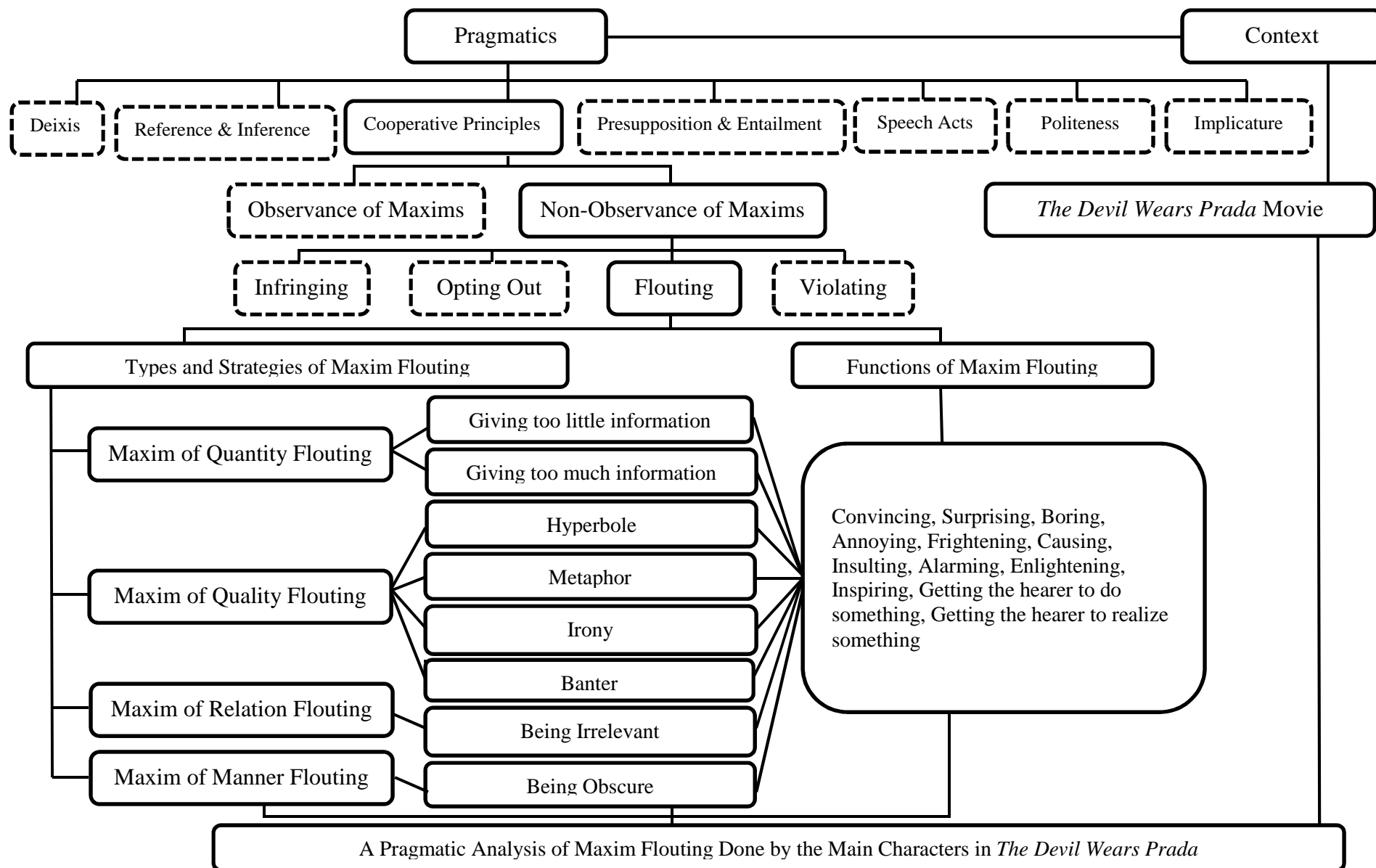


Figure 2. Analytical Construct

CHAPTER III

RESEARCH METHOD

A. Type of the Study

This research was conducted by using descriptive-qualitative method. Hancock (1998: 2) describes qualitative research as a research which is concerned with developing explanation of social phenomena. Meanwhile, Vanderstoep and Johnston (2009: 7) explain that qualitative research produces narrative or textual descriptions of the phenomena under studies.

This research employed a descriptive qualitative method because it described and analyzed the phenomena of the study in narrative description. Hence, it was not simply analyzing and describing the data but also interpreting the data to get a rich and more in-depth understanding of maxim flouting in *The Devil Wears Prada* movie.

B. Research Instruments

In qualitative research, the researcher is the primary instrument. As stated by Bogdan and Biklen (1982: 97), the researcher himself/herself is the key instrument of qualitative research. In accordance with Bogdan and Biklen, Lincoln and Guba (in Vanderstoep and Johnston, 2009: 188) state that the best instrument for qualitative naturalistic inquiry is human. Therefore, the researcher

in this study had her roles in all the steps: planning the research, collecting the data, analyzing the data, and drawing conclusion. However, a data sheet was also needed as a secondary instrument in conducting this study about maxim flouting in *The Devil Wears Prada* movie. The form of the data sheet is as follows.

Table 1. Sample Data Sheet of Types, Strategies, and Functions of Maxim Flouting in *The Devil Wears Prada* Movie

No.	Data	Maxim Flouting																								Explanation
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G T	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P	G D	G R	
2	<p>Miranda: And what are you doing here?</p> <p>Andrea: Well, I think I could do a good job as your assistant. And, um- yeah, I came to New York to be a journalist and sent letters out everywhere and then finally got a call from Elias- Clarke and met Sherry up at Human Resources. And basically it's this or Auto Universe.</p>																								When Andrea meets Miranda in her office to have an interview, Miranda asked what her purpose to be in her room is. However, Andrea gives much information than is required by Miranda and she fails to observe the maxim of quantity. Andrea wants Miranda to know that she needs a job. The function of the maxim of quantity flouting is to get the hearer, in this case Miranda, to realize something. It makes Miranda realizes that Andrea needs a new job.	

Notes:

QN	: Maxim of Quantity	CO	: Convincing
QL	: Maxim of Quality	SU	: Surprising
MN	: Maxim of Manner	BR	: Boring
RL	: Maxim of Relation	AN	: Annoying
GL	: Giving to little information	FR	: Frightening
GM	: Giving too much information	CA	: Causing
HB	: Hyperbole	IL	: Insulting
MT	: Metaphor	AL	: Alarming
IR	: Irony	EN	: Enlightening
BT	: Banter	IN	: Inspiring
BI	: Being Irrelevant	GD	: Getting the hearer to do something
BO	: Being Obscure	GR	: Getting the hearer to realize something

C. Forms, Contexts, and Source of Data

Since this research used qualitative method, the data of this research were in the form of utterances that contain maxim flouting in a movie entitled *The Devil Wears Prada*. However, the prominent data of this research were the utterances of the main characters. The contexts of the data were the dialogues containing the maxim flouting. The data was taken from *The Devil Wears Prada* script from [http://www.veryabc.cn/movie/uploads/script/](http://www.veryabc.cn/movie/uploads/script/TheDevilWearsPrada.txt) TheDevilWearsPrada.txt.

D. Techniques of Data Collection

Denscombe (2007: 274) states that qualitative data need to be prepared and organized before they can be analyzed. The processes of data collection were as follows.

1. The researcher downloaded *The Devil Wears Prada* movie.
2. The researcher watched *The Devil Wears Prada* movie.
3. The researcher looked for the script of *The Devil Wears Prada* movie.

4. The researcher watched the movie again and read the transcript of the dialogue to check whether what was spoken is the same as what was written.
5. The researcher collected the data from the script which reflect the phenomena of maxim flouting.
6. The researcher put all the data into a data sheet.

E. Techniques of Data Analysis

According to Vanderstoep and Johnston (2009: 258), the results of qualitative studies are presented in “Data Analysis”. Bogdan and Biklen (1982: 145) state that data analysis is working with data which includes organizing, classifying, synthesizing, understanding the data, and determining the data that will be presented. In accordance with the definition, the procedures of data analysis in this research were as follows.

1. The researcher identified the raw data to categorize them into the types, strategies, and functions of maxim flouting.
2. The researcher analyzed the pursued data in order to answer the problem formulation.
3. The researcher checked the accuracy of the analyzed data by checking the trustworthiness.
4. The researcher made the conclusion based on the findings.

F. Data Trustworthiness

Trustworthiness has the function to measure the reliability and objectivity of the findings. It can be gained by conducting triangulation (Vanderstoep and Johnston, 2009: 179). In checking the trustworthiness, the researcher's supervisors took part in examining the data since the researcher consulted the research continually to them: Titik Sudartinah, M. A. as the first supervisor and Rachmat Nurcahyo., M. A. as the second supervisor. In addition, three people had been employed to be the peer editors in this research to ensure the accuracy. They are Aprilia Nurina Putri, Rizky Yulia Nursanti, and Nita Herawati who major in linguistics in Yogyakarta State University. Then, through their analysis, the trustworthiness of the data was re-checked to ensure the suitability between the theories and the findings in this research.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter provides two sections: findings and discussion. The first section presents the table of the research findings. Meanwhile, the explanation of the data is presented in the second section. Furthermore, in the discussion section, the findings of the research are deeply explained. In addition, to make the explanation deeper, the examples of each phenomenon are also provided.

A. Findings

In this section, the findings of the maxim flouting found in *The Devil Wears Prada* movie are presented in the form of a table. It presents the three objectives in the research: the types of maxim flouting, the strategies that are used to flout the maxim, and the functions of maxim flouting performed by the main characters in the movie. To describe the four types of maxim flouting, Cooperative Principles theory proposed by Grice is used. To identify the strategies of maxim flouting, Cutting's theory of strategies of maxim flouting is used. Meanwhile, to identify the function of maxim flouting, Austin's theory of perlocutionary effects is used.

Table 2. Types, Strategies, and Functions of Maxim Flouting Performed by the Main Characters in *The Devil Wears Prada*

Types of Maxim Flouting	Strategies of Maxim Flouting	Functions of Maxim Flouting	Data
Maxim of Quantity Flouting	Giving too little information	Convincing	5,42
		Getting the hearer to do something	36
		Getting the hearer to realize something	41
	Giving too much information	Convincing	2,3,4,7,14,23
		Surprising	28
		Boring	31
		Frightening	26
		Getting the hearer to do something	1,10,35
		Getting the hearer to realize something	13,15
Maxim of Quality Flouting	Using hyperbole	Convincing	16,21
		Boring	22
		Frightening	17
		Causing	39
		Alarming	34
		Getting the hearer to do something	6
	Using metaphor	Convincing	30
	Using irony	Getting the hearer to realize something	29
	Using banter	Boring	11
		Getting the hearer to realize something	19,37
Maxim of Relation Flouting	Being irrelevant	Surprising	38
		Insulting	33
		Alarming	40
		Getting the hearer to do something	9,12,18,24
		Getting the hearer to realize something	8
Maxim of Manner Flouting	Being obscure	Convincing	27
		Surprising	32
		Frightening	20
		Getting the hearer to do something	25

Table 2 displays the four types of maxim flouting that are found in the movie. They are maxim of quantity flouting, maxim of quality flouting, maxim of manner flouting, and maxim of relation flouting. In addition, the table shows the data that contain the maxim flouting performed by the main characters in the movie. Each type of maxim flouting is performed using some different strategies. The maxim of quantity can be flouted by (1) giving too little information and (2) giving too much information. In addition, the maxim of quality can be flouted by using (1) hyperbole, (2) metaphor, (3) irony, and (4) banter. Moreover, the maxim of manner can be flouted by (1) being obscure. At last, the maxim of relation can be flouted by (1) being irrelevant. All the types of maxim flouting are found in the movie.

Meanwhile, the occurrence of the functions of maxim flouting does not depend on what kind of maxim that is flouted. The functions are (1) convincing, (2) surprising, (3) boring, (4) annoying, (5) frightening, (6) causing, (7) insulting, (8) alarming, (9) enlightening, (10) inspiring, (11) getting the hearer to do something, and (12) getting the hearer to realize something.

However, the three functions among all the functions cannot be found in the movie. They are (1) annoying, (2) enlightening, and (3) inspiring. It is because both Miranda and Andrea, as the main characters in the movie, are clumsy so there is no sense of humor that can bring the effect of annoying which can be achieved by people who have a close relation to each other. Also, the main characters are so busy working that makes them not to very care about people around them. That condition makes them do not perform utterances which can give motivation and intellectual or

spiritual knowledge to the hearer. Hence, the function of inspiring and enlightening are not found.

B. Discussion

In this section, the answers of the research questions are given with detail explanations using several related theories which are discussed in Chapter II. This section itself is divided into three parts. The first part discusses the types of maxim flouting. The second part discusses the strategies of maxim flouting. Then, the third part discusses the functions of maxim flouting. The three parts come with the examples of the data as well as the detail explanations of them.

1. Types of Maxim Flouting Performed by the Characters in *The Devil Wears Prada* Movie

As presented in Table 2, there are four types of maxim flouting found in *The Devil Wears Prada* movie. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner flouting.

a. Maxim of Quantity Flouting

In flouting the maxim of quality, a speaker tends to give either too much or too little information than that is required in the conversation. In this research, however, the main characters often give too much information rather than give too little information. By giving too much information, some characters aim to give more explanation about something.

The way how quantity flouting occurs is explained below.

Miranda : I don't understand why it's so difficult to confirm an appointment.

Emily : I know. I'm so sorry, Miranda. I actually did confirm last night.

Miranda : Details of your incompetence do not interest me. **Tell Simone**

I'm not going to approve that girl that she sent me for the Brazilian layout. I asked for clean, athletic, smiling. She sent me dirty, tired and paunchy. And R.S.V.P. Yes to the Michael Kors party. I want the driver to drop me off at 9:30 and pick me up at 9:45 sharp. Call Natalie at Glorious Foods, tell her no for the 40th time. No, I don't want dacquoise. I want tortes filled with warm rhubarb compote. Then call my ex-husband and remind him the parent -teacher conference is at Dalton tonight. Then call my husband, ask him to meet me for dinner at that place I went to with Massimo. Tell Richard I saw the pictures that he sent for that feature on the female paratroopers... and they're all so deeply unattractive. Is it impossible to find a lovely, slender female paratrooper?

Datum Number 1

The dialogue happens when Miranda just arrived at the office. Emily, her assistant, approaches her at the entrance door to welcome her. Miranda suddenly talks about the difficulty to confirm an appointment. Then, Emily tries to give an explanation why it happens. However, Miranda does not want to hear any explanation. She gives some commands to Emily by asking her to do many things. By giving too much information than which is needed, Miranda, in this case, fails to observe the maxim of quantity. By providing too much information, Miranda actually does not want to talk about the failure to confirm the appointment again but she wants to make Emily do the other jobs she asks. Therefore, this dialogue is considered as an example of quantity maxim flouting.

The following datum is also one of the examples of maxim of quantity flouting.

Miranda : And what are you doing here?

Andrea : Well, I think I could do a good job as your assistant. **And, um- yeah, I came to New York to be a journalist and sent letters out everywhere and then finally got a call from Elias- Clarke and met Sherry up at Human Resources. And basically it's this or Auto Universe.**

Datum Number 2

The dialogue happens when Andrea has a direct interview with Miranda in her office as Andrea wants to be her assistant. Firstly, Miranda asks what her purpose is. In responding to Miranda's answer, Andrea gives such a long answer about what she wants. She provides too much additional information about it.

At first, Andrea mentions that she thinks she could do a good job as her assistant. Yet, she gives additional information that she came to New York to be a journalist. In addition, she also mentions that she sent some applications and finally got a call from the office. She also mentions that she has met Sherry at Human Resources. By providing too much information besides her purpose to be there, Andrea wants to convince Miranda that she actually wants to be her assistant. Therefore, the dialogue is categorized as quantity maxim flouting.

b. Maxim of Quality Flouting

Another type of maxim flouting is maxim of quality flouting. This type of flouting happens when one does not provide true information. He/she also has a lack of evidence to clarify the truth of his/her statement. An example of the phenomena of maxim of quality flouting can be seen in the following dialogue.

James Holt : It's a sketch of Miranda's dress for the benefit. Also the
 centerpiece of my spring collection. Top secret stuff.
 Andrea : **I'll guard it with my life.**

Datum Number 21

In the dialogue, James Holt gives Andrea the important files to be given to Miranda. They are the sketch of Miranda's dress for the meeting with her colleagues and the centerpiece of his spring collection. He says that they are top secret stuff. In responding to James Holt's utterance, Andrea says that she will guard them with her life. Her statement is a hyperbole. She tries to exaggerate her statement that she will keep the files very well. By saying it, Andrea fails to observe the maxim of quality. Hence, the dialogue is considered as the example maxim of quality flouting.

The following dialogue is another example of this type of maxim flouting.

Nigel : Hmm. Corn chowder. That's an interesting choice. You do know
 that cellulite is one of the main ingredients in corn chowder.
 Andrea : **So none of the girls here eat anything?**
 Nigel : Not since two become the new four and zero become the new two.

Datum Number 11

The dialogue happens when Nigel and Andrea are in the canteen. Andrea puts some corn chowder in her bowl. Then, Nigel states it is an interesting choice. He ironically says that corn chowder is made from cellulite. In response to Nigel's statement, Andrea asks whether the girls in Runway do not eat. She utters it to state that actually Runway girls are so skinny and have a good body shape. By uttering a banter, Andrea fails to observe the maxim of quality. Therefore, the utterance is an example of the maxim of quality flouting.

c. Maxim of Relation Flouting

The third type of maxim flouting is the maxim of relation flouting. It occurs when one gives an irrelevant response towards the previous utterance. An example of the occurrence of maxim of relation flouting can be seen in the dialogue below.

Miranda : Andrea? Andrea?

Nigel : She means you.

Miranda : There you are, Emily. How many times do I have to scream your name?

Andrea : **Actually, it's Andy. My name is Andy. Andrea, but, uh, everybody calls me Andy.**

Datum Number 8

Miranda does not make a difference when she calls her assistants. She screams “Emily” to call both Emily and Andrea. In this dialogue, Miranda actually calls Andrea by screaming Emily’s name and thus, Andrea does not realize if Miranda calls her. Then, Emily tells her that Miranda actually calls her, not Emily. After that, Andrea comes to Miranda’s office. Miranda, then, asks how many times she has to scream her name. Instead of answering how many times Miranda has to scream her name, Andrea prefers to explain that her name is actually Andrea, not Emily. By giving an irrelevant answer, Andrea fails to observe the maxim of relation. That is why the dialogue is considered as an example of the maxim of relation flouting.

The dialogue between Andrea and Miranda below is also considered as an example of the maxim of relation flouting.

Andrea : Actually, it's Andy. My name is Andy. Andrea, but, uh,
everybody calls me Andy.

Miranda : **I need 10 or 15 skirts from Calvin Klein.**

Datum Number 9

When Andrea tries to explain that her name is actually Andrea, not Emily, Miranda responds to it with an irrelevant utterance. She asks Andrea to get her 10 or 15 skirts from Calvin Klein. She prefers to respond in such a way and do not respond to the previous utterance. It can be said that Miranda fails to observe the maxim of relation. Hence, the dialogue is considered as an example of the maxim of relation flouting.

d. Maxim of Manner Flouting

One is said to flout the maxim of manner if he/she is being obscure. It means that if he/she wants to say something, she explains other things instead and makes the statement not clear so that the message of the speaker is difficult to be accepted by the hearer. An example of the phenomena containing the maxim of manner flouting is written below.

Andrea : You want the unpublished manuscript?

Miranda : **We know everyone in publishing. It shouldn't be a problem, should it? And you can do anything, right?**

Datum Number 25

In the dialogue, Miranda wants Andrea to get her the unpublished manuscript of Harry Potter book. Then, Andrea tries to confirm whether she really wants the unpublished one. Responding to Andrea, Miranda does not directly answer it with yes or no. She is being obscure instead. She asks Andrea back whether she can do it. It

should not be a big deal for Andrea because she works in a publishing company so that she must know everyone in publishing. By being obscure, Miranda fails to observe the maxim of manner.

2. Strategies of Maxim Flouting Performed by the Characters in *The Devil Wears Prada* Movie

As seen in Table 2, there are some strategies that the characters use as the way to flout the maxims. The strategies are giving too little information, giving too much information, hyperbole, metaphor, irony, banter, being obscure, and being irrelevant.

a. Giving too Little information

Giving too little information is one of the strategies to flout the maxim of quantity besides giving too much information. There are two examples of this strategy performed by the main characters in the movie. The first one is in the dialogue between Andrea and Emily below.

Andrea : Hello?
 Emily : Where are you?
 Andrea : **Oh, I'm almost there. Yeah.**

Datum Number 5

The dialogue happens when Emily calls Andrea and asks where she is. However, Andrea does not mention her certain location where she is. She prefers to answer that she almost arrived and then hung up Emily's call. By saying that she almost arrived and not mentioning the certain location, Andrea provides not enough information. Therefore, it is an example of giving too little information.

The other example is depicted in the following dialogue between Andrea and Miranda.

Andrea : Is there anything else I can do?
 Miranda : **Your job.**

Datum Number 36

The dialogue happens when Miranda and Andrea are in Paris. After being asked many things by Miranda, Andrea asks whether there is anything else she can do for her. However, instead of saying the things Andrea can do, Miranda prefers to say “your job”. By saying it, Miranda is said to provide too little information than which is needed by Andrea. Hence, it can be said that the dialogue is considered as an example of giving too little information.

b. Giving too Much Information

Giving too much information to flout the maxim of quantity happens when one wants to provide more information about something by providing an intended meaning behind his/her utterance. An example of giving too much information to flout the maxim of quantity is provided in the following.

Miranda : And you have no style or sense of fashion.
 Andrea : Well, um, I think that depends on what you're...
 Miranda : No, no. That wasn't a question.
 Andrea : **Um, I was editor in chief of the Daily Northwestern. I also, um, won a national competition for college journalists...with my series on the janitors' union, which exposed the exploitation.**

Datum Number 3

The dialogue happens when Andrea has an interview with Miranda in her office. Firstly, Miranda does not accept her as her new assistant because of her lack

sense of fashion. However, Andrea keeps telling about her qualities that can be a consideration for Miranda to hire her. She mentions that she was the editor in chief of the Daily Northwestern. She also won a national competition for college journalists with her series on the janitors' union which exposed the exploitation. Although Miranda has stopped the conversation, Andrea keeps talking about this. Hence, it is said that the dialogue is an example of giving too much information.

Another example of giving too much information is done by Andrea in the following dialogue.

Miranda : That's all.

Andrea : **Yeah. You know, okay. You're right. I don't fit in here. I am not skinny or glamorous...and I don't know that much about fashion. But I'm smart. I learn fast and I will work very hard.**

Datum number 4

The dialogue happens when Miranda wants to end the interview with Andrea. It is indicated by saying "That's all". It also means that she does not want to hire Andrea. However, Miranda keeps promoting herself by saying that although she is not skinny or glamorous, she is a smart and hard worker. By promoting herself after Miranda says "that's all", Andrea is said to give too much information about herself. That is why the dialogue is considered as an example of giving too much information.

c. Hyperbole

When someone tries to exaggerate his/her statement in order to make the statement sound worse or better than the reality, then, it is said as a hyperbole. Hyperbole is one of the strategies to flout the maxim of quality because what is said

with a hyperbole is not true because the fact is exaggerated. The following dialogue is an example of hyperbole to flout the maxim of quality.

Miranda : Is there some reason that my coffee isn't here? **Has she died or something?**
 Emily : No. (whispers) God.

Datum number 6

Miranda always has a cup of Starbucks in the morning. However, on the first day Andrea goes to work, the coffee she wants is not ready on her table. Then, she questions why her coffee is not ready on the table. She asks all employees in the room by questioning whether Andrea died or something that she cannot bring some coffee for her. It is categorized as a hyperbole because Miranda wants to exaggerate her vexation.

Another dialogue containing hyperbole is presented below. It is the dialogue between Andrea and her boyfriend, Nate.

Andrea : And you should have seen the look she gave me! **I thought the flesh was gonna melt off her face.**
 Nate : (chuckling)

Datum Number 16

The dialogue happens when Andrea arrives home and tells what happened in the office. She tells Nate, her boyfriend, that she is fed up with her boss. By saying “And you should have seen the look she gave me! I thought the flesh was gonna melt off her face”, she wants to exaggerate how vicious Miranda is. If her utterance is taken literally, it is impossible if a flesh can melt off her face. Hence, it is categorized as a hyperbole and the dialogue is considered as an example of a hyperbole.

d. Metaphor

Besides hyperbole, there is another way to flout the maxim of quality. It can be done by using metaphor. Metaphor happens when someone tries to make the listener believe that something is something else. The statement that contains metaphor should not be taken literally and the hearer is expected to understand the implied meaning of the speaker's utterance. An example of the use of metaphor can be seen in the following dialogue.

Andrea : I'm sorry.

Nigel : Don't make me feed you to one of the models.

Andrea : I'm sorry. It's a busy day. **My personal life is hanging by a thread**, that's all.

Datum Number 30

The dialogue happens when the models of Runway are taking photos for the next summer collection. They dress in animal prints outfits. Andrea utters a harsh comment towards Nigel that he is angry. Realizing it, Andrea tries to ask an apology towards him and tries to explain what happens to her so that she can utter a harsh comment. She says that she is busy and also her personal life is not in a good condition. She says that her personal life is hanging by a thread. If it is taken literally, one's life cannot be hanging by a thread like a card or a dream catcher so, in this case, Andrea expects Nigel, as the hearer, to get the implied meaning behind the utterance. Andrea tries to convey that actually her personal life is not in a good condition especially her relationship with Nate. By comparing her personal life with something

that can be hanging, it is considered that Andrea's utterance is an example of metaphor.

e. Irony

The phenomenon of irony occurs when a speaker makes a positive utterance to express a negative sentiment. The dialogue between Andrea and Miranda below contains irony.

Andrea : Oh, no. I made two copies... and had them covered, reset and bound so that they wouldn't look like manuscripts. This is an extra copy to have on file. You know, just in case.

Miranda : **Where are these fabulous copies? I don't see them anywhere.**

Andrea : They're with the twins, on the train on the way to Grandma's.

Datum Number 29

The dialogue happens when Andrea gets the unpublished manuscript of Harry Potter book. She gives one copy to Miranda as the proof that she can get it. Then, Miranda asks whether she only brings one copy. However, Andrea argues that she has three copies of it. Then, Miranda asks her where the other copies are. She mentions the other copies with "fabulous copies". Miranda, at first, expresses a positive sentiment but actually implies negative one. Hence, it is categorized as irony.

f. Banter

Different from irony, banter expresses a negative sentiment but implies a positive one. The strategy is said to be the way of being friendly with others in order to give a compliment about something. The following dialogue between Andrea and her father reflects the use of banter.

Andrea : Dad, how did you-
 Dad : it's-
 Andrea : **I'm gonna kill mom. Dad, thank you.**

Datum Number 19

When Andrea and her dad are having a dinner, her dad gives her some money to help her pay the apartment rent. Andrea wants to thank him by saying “I’m gonna kill mom”. In contrast to irony, in banter, the speaker expresses a negative sentiment but actually implies a positive one. Here, Andrea says that she will kill mom but actually she wants to thank her father. The reason why she mentions that she will kill mom is that if she takes the money, the amount of money that should be given to her mother will be decreased. Hence, it is categorized as an example of banter.

Another dialogue that contains the phenomena of banter is written in the dialogue below.

Christian : I’m Christian Thompson. That’s my way.
 Andrea : That’s your way. Right.
 Christian : I work freelance. I have a lot of free time on my hands.
 Andrea : You know, **I never understood...why everyone was so crazy about Paris...but...it’s so beautiful.**

Datum Number 37

When Andrea and Christian are walking around in Paris, Christian says that the place they are standing is his favorite place in the whole world. He gives a compliment about the city. Also, Andrea, who comes to Paris for the first time, is impressed by the beauty of the city. She utters “I never understood, why everyone was so crazy about Paris...but...it’s so beautiful.” At first, Andrea expresses a negative sentiment by saying that she never understands why everyone was so crazy

about the city but then she expresses her interest towards the city by saying that it is so beautiful. By expressing a negative sentiment to imply the positive one, Andrea actually uses banter in her utterance. Therefore, the dialogue is categorized as an example of banter.

g. Being Irrelevant

In giving responses towards one's utterance, one is not always being relevant. However, behind the irrelevant response, there are intended meanings which mean that the one who is being irrelevant flouts the maxim of relation. A dialogue between Miranda and her employee contains this strategy.

Miranda : No. I've seen all this before.

Employee : Theyskens is trying to reinvent the drop waist, so actually it's-

Miranda : **Where all the other dresses?**

Datum Number 12

When Miranda is checking the dresses for the next session, she does not like the dresses that her employee brings. She said that she has seen all that before. However, the employee keeps telling her that they are different because Theyskens reinvented the drop waist. Yet, Miranda responds to it with an answer instead. She asks where all the other dresses are. In this case, she flouts the maxim of relation using the strategy of giving an irrelevant answer.

The next example comes from the dialogue between Andrea and Miranda in the office.

Andrea : Oh, good morning, Miranda.

Miranda : **Get me Isaac. I don't see my breakfast here. Are my eggs here? Where are my eggs?**

Datum Number 18

Andrea greets Miranda in that morning right after Miranda arrives in the office. However, Miranda does not greet her back. She asks many things to Andrea instead like asking for Isaac, breakfast, and eggs. In response to Andrea, Miranda flouts the maxim of relation by giving an irrelevant answer in order to make Andrea get her what she asked for.

h. Being Obscure

Being obscure is a strategy that can be used to flout the maxim of manner. To fulfill the maxim of manner, one is required to be perspicuous. The dialogue below shows the occurrence of this strategy.

Andrea : Miranda, I'm so sorry.

Miranda : **Do you know why I hired you? I always hire the same girl- stylish, slender, of course... worships the magazine. But so often, they turn out to be- I don't know- disappointing and, um...stupid. So you, with that impressive resume...and the big speech about your so-called work ethic- I, um- I thought you would be different. I said to myself, go ahead. Take a chance. Hire the smart, fat girl. I had hope. My God. I live on it. Anyway, you ended up disappointing me more than, um- more than any of the other silly girls.**

Datum Number 20

Andrea tries to ask an apology from Miranda because she could not get a ticket to fly back to New York. Yet, Miranda does not simply give an answer whether she forgives her or not. She talks a lot instead. Also, she tells the story about hiring

stylish and slender girls and finally tried to hire a smart fat girl with the impressive resume whom she thought will be different but ended up disappointing her more than the other girls. By uttering it, Miranda seems to be obscure and not perspicuous.

The following dialogue is also an example of dialogues that contain the strategy.

Nate : Hello? Quit? Are you sure?

Andrea : **I failed. She's gonna fire me anyway. I might as well beat her to the punch.**

Datum Number 27

Andrea calls Nate to inform that she quits from Runway as Miranda's second assistant. Nate tries to confirm whether she really quits or not. However, Andrea does not simply say yes but she tells Nate that she failed and Miranda will fire her. By mentioning Miranda as "she" and not mentioning the name and not to be to the point saying that she quits, Andrea is being obscure.

3. Functions of Maxim Flouting Performed by the Characters in *The Devil Wears Prada* Movie

There are some functions that the maxim flouting brings to the listeners. They are convincing, surprising, boring, annoying, frightening, causing, insulting, alarming, enlightening, inspiring, getting the hearer to do something, and getting the hearer to realize something. The functions that occur do not depend on the types of maxim flouting.

a. Convincing

Convincing is one of the perlocutionary effects that happens to the hearer in the conversation. The following dialogue contains this effect as the function of maxim flouting.

Nigel : I guessed an eight and a half.

Andrea : Um, uh, that's very nice of you. **But I don't think I need these. Miranda hired me. She knows what I look like.**

Datum Number 7

The dialogue takes place in the office when Andrea is quite busy typing. Suddenly Nigel comes closer to her and gives her an expensive beautiful pair of shoes to spice up her appearance. Yet, Andrea refuses the shoes because she thinks she does not need them. It is because Andrea is comfortable with her own style. She believes that Miranda does not mind if she is not stylish so she says that she does not need the shoes. Miranda hired her as the way she looked like. By uttering it, Andrea tries to convince Nigel that she really does not need the shoes. Nigel finally does not force Andrea to wear the shoes again.

The next example of this function is shown in the following dialogue between Miranda and Andrea.

Miranda : Something funny?

Andrea : No. No, no. Nothing's- **You know, it's just that both those belts look exactly the same to me. You know, I'm still learning about this stuff and, uh-**

Datum Number 14

The dialogue happens when Andrea laughs at an employee who says that the two identical belts are strongly different. Then, Miranda asks her whether there is

something funny. However, Andrea says that there is nothing funny. Also, she gives additional explanation why she laughs. She says that the belts look exactly the same to her and she is still learning about the stuff. It brings the effect of convincing to Miranda that actually there is something funny.

b. Surprising

The next type of perlocutionary effects is surprising. The examples of this function are presented below.

Miranda : One copy. What are my twins gonna do with that? Share?

Andrea : **Oh, no. I made two copies... and had them covered, reset and bound so that they wouldn't look like manuscripts. This is an extra copy to have on file. You know, just in case.**

Datum Number 28

Andrea finally gets the copies of Harry Potter manuscript that Miranda asks. She brings one copy for her. Then, she asks how the twins read the book if she only has one copy. After that, Andrea says that she made two copies. She also says that they are covered, reset, and bounded so that they do not look like manuscripts. The book she gives to Miranda is only the extra copy. The function is to surprise Miranda that finally she can get the copies. Miranda, then, is surprised by her ability to do the quite hard job she gave.

The next dialogue that contains the surprising function is presented below.

Christian : She's a big girl. She'll be fine.

Andrea : **Shi- I have to go.**

Datum Number 38

The dialogue happens between Christian Thompson and Andrea when they are in a hotel. Andrea finds that Christian betrays Miranda by being in the pro side of replacing Miranda with Jacqueline Follet as the editor in-chief in Runway America. Christian thinks that Andrea will be in the same boat with him but she is not. She actually assists Miranda because she knows that Miranda is not as tough as he may think. However, Christian tries to convince that it will not be a big matter for Miranda to be replaced because she is a tough woman. Then, suddenly Andrea chooses to leave Christian alone in the hotel. He is surprised by Andrea's utterance that she has to go because she does not agree with him.

c. Boring

Boring is the effect that occurs when the hearer feels fed up with something. In this case, the utterance that contains maxim flouting brings this effect. A dialogue that contains this effect is presented below.

Nigel : But we're not expected until Tuesday. Did she say why?

Andrea : Yes. Yeah, **she explained every detail of her decision making.**

And then we brushed each other's hair and gabbed about American Idol.

Nigel : I see your point.

Datum Number 22

The dialogue happens when Nigel is surprised because he knows that Miranda changes her plan of the meeting. Then, he asks Andrea whether Miranda gives a reason why she changes the plan or not. Actually, Nigel also knows that Miranda does not give any explanation to her decision-change. His previous answer is only to convince that the plan is really changed or not. After that, Andrea says that she

explained every detail of what she decided and they brushed each other's hair and gabbed about American Idol which she believes to be untrue. Her statement makes Nigel bored because he actually knows the truth but Andrea tells the unnecessary things to him.

The second example of the occurrence of this function is in the following dialogue between Emily and Andrea.

Emily : Right. Well, everybody will be leaving soon to get ready... so I suggest you go and drop Miranda's Fendi bag off at the showroom ...and then I suppose you can just go home.

Andrea : Yeah? Oh, well, that is great. Perfect actually. **I need to Magnolia bakery before it closes. It's Nate's birthday tonight. So we're, uh, having a little party for him.**

Datum Number 31

Emily, as the first assistant of Miranda, knows that everybody will be leaving soon to get ready to go to the benefit so she suggests Andrea to go home too. Andrea is so glad to hear that. She says to Emily that by leaving earlier she can go to a bakery for Nate's birthday party and they can have a little party. Andrea's utterance makes Emily bored because she actually does not want to know any unnecessary information about it.

d. Frightening

Frightening is perlocutionary effect that makes the hearer feels scared about something he/she hears from the speaker. An example that contains frightening effects is presented in the following dialogue.

Nate : (chuckling)

Andrea : **It's not funny. She's not happy unless everyone around her is panicked, nauseous, or suicidal. And the Clackers just worship her.**

Nate : The who?

Andrea : They call them the clackers.

Datum Number 17

After being scolded by Miranda, Andrea tells Nate what happened to her in the office. Nate chuckles after hearing her story. Then, Andrea says that it is not a funny thing. She tells Nate that Miranda is a vicious woman by saying that she is not happy unless everyone around her is panicked, nauseated, or suicidal. The utterance has the function to frighten Nate that he no longer laughs at her story.

Another example of frightening is presented in the next example. The dialogue happens in the office between Andrea and Emily.

Andrea : Is she back? Am I fired?

Emily : I rarely say this to people who aren't me... but you have got to calm down. Bloody hell!

Miranda : (walks to her room) Coat, bag. What's that? Oh, I don't want that. I'm having lunch with Irv. I'll be back at 3:00. I'd like my Starbucks waiting. **Oh, and if you don't have the Harry Potter book by then...don't even bother coming back.**

Datum Number 26

When Andrea arrived at the office, she is panicky because she is frightened if Miranda has arrived in the office and does not find her lunch ready. Right after Andrea finishes serving her lunch on her table, Miranda comes. She asks for her coat and bag. Also, she says that she does not want the steak that Andrea serves for her because she will have a lunch with Irv. She also wants her Starbucks waiting. In

addition, she reminds Andrea that if she does not get the Harry Potter manuscript, she will fire her. The function of her reminder is to frighten Andrea that she will be fired.

e. Causing

In causing the hearer, the speaker expects a responsible effect, action result, or consequence through the speaker's statement. An example of causing is presented in the dialogue below.

Andrea : Mr. Ravitz, I'm so sorry to bother you. I was wondering.
Miranda : **Have you completely lost your mind?**

Datum Number 39

The dialogue takes place in front of Mr. Ravitz's room. Andrea tries to inform Mr. Ravitz that Miranda's position as the editor in-chief will be replaced by Jacqueline Follet. She knocks the door of Mr. Ravitz's room so loud that he comes out the door. She starts explaining what happened but Miranda comes out from the room and asks whether she has completely lost her mind. Miranda's utterance causes Andrea to go away from the room and does not disturb Mr. Ravitz and her.

f. Insulting

When insulting the hearer, the speaker utters or acts something to offend the hearer to do something for him/her. An example of this effect can be seen in the following dialogue between Miranda and Andrea.

Miranda : Andrea? Do you have the book?
Andrea : Oh. Uh- (giving the book)
Miranda : **Mm. Paris is the most important week of my entire year. I need the best possible team with me. That no longer includes Emily.**

Datum Number 33

In the Miranda's utterance, she tries to insult Andrea to go to Paris with her although Andrea knows that Emily is the one who deserves it. She is insulted by Miranda's command and cannot do anything else except obeying her.

g. Alarming

In bringing the effect of alarming, the speaker utters something to make the hearer know the speaker's fear that is caused by an expectation of danger. An example of alarming is presented in the following dialogue.

Miranda : Mm. Paris is the most important week of my entire year. I need the best possible team with me. That no longer includes Emily.
Andrea : **Wait. You want me to- no, Miranda. Emily would die. Her whole life is about Paris. She hasn't eaten in weeks. I-I can't...do that. Miranda, I can't.**

Datum Number 34

Andrea tries to alarm Miranda that Emily will be very sad if she takes the new decision that is to replace her to accompany Miranda to Paris. It is because Emily is the one who strongly wants to go to the city and even she does a strict diet to look thin on the day she goes there.

h. Getting the hearer to do something

Getting the hearer to do something is the condition when the speaker expects the hearer to do something by uttering a statement. The following dialogue between Andrea and Miranda contains this function.

Andrea : What kind of skirt do you-
Miranda : Please bore someone else with your questions. **And make sure we have Pier 59 at 8.00 A.M tomorrow. Remind Jocelyn I need to see a few of those satchels that Marc is doing in the pony and**

then tell Simone I'll take Jackie if Maggie isn't available. Did Demarchelier confirm?

Datum Number 10

Miranda's utterance has the function to make Andrea, as the hearer, to do whatever she asks like to make sure that she has Pier 59 at 8.00 A.M tomorrow, to remind Jocelyn that she need to see a few of those satchels that Marc is doing in the pony and then to tell Simone that she will take Jackie if Maggie is not available.

The next dialogue is another example of the occurrence of the effect. The dialogue happens when Andrea wants to ask for an apology to Miranda for her mistake at that night.

Miranda : Andrea?

Andrea : Miranda, about last night, I-

Miranda : **I need the new Harry Potter book for the twins.**

Datum Number 24

In Miranda's utterance, she asks Andrea for the new Harry Potter book for her daughters. Then, Andrea tries hard to look for it. Hence, it is said that the function is to get Andrea get the Harry Potter book for the twins.

i. Getting the hearer to realize something

The last function is getting the hearer to realize something. It is the condition when the speaker expects the hearer to understand and think deeper about what is beyond what the speaker means by their utterances. The following dialogue is an example of the occurrence of this function.

Miranda : Where all the other dresses?

Employee : We have some right here. And I think it can be very interesting.

Miranda : No. No. I just- It's just baffling to me. **Why is it impossible to**

put together a decent run-through? You people have had hours and hours to prepare. It's just so confusing to me.

Datum Number 13

The dialogue happens when Miranda is checking the preparation of the dresses that will be the next collection. She is so disappointed because the dresses are baffling to her. She says that actually the employees have so much time to prepare them all but the result disappoints her. Her utterance makes the employees realize that their job is bad.

The following dialogue is another example of the occurrence of this function.

The dialogue takes place in the fitting room.

Andrea : No. No, no. Nothing's- You know, it's just that both those belts look exactly the same to me. You know, I'm still learning about this stuff and, uh-

Miranda : **"This...stuff?" Oh. Okay. I see. You think this has nothing to do with you. You go to your closet... and you select... I don't know... that lumpy blue sweater, for instance... because you're trying to tell the world that you take yourself too seriously... to care about what you put on your back. But what you don't know is that that sweater is not just blue. It's not turquoise. It's not lapis. It's actually cerulean. And you're also blithely unaware of the fact... that in 2002, Oscar de la Renta did a collection of cerulean gowns. And then I think it was Yves Saint Laurent... wasn't it...who showed cerulean military jackets? -I think we need a jacket here. -Mmm. And then cerulean quickly showed up in the collections of eight different designers. And then it, uh, filtered down through the department stores... and then trickled on down into some tragic Casual Corner...where you, no doubt, fished it out of some clearance bin. However, that blue represents millions of dollars... and countless jobs... and it's sort of comical how you think that you've made a choice... that exempts you from the fashion industry... when, in**

fact... you're wearing a sweater that was selected for you by the people in this room... from a pile of stuff.

Datum Number 15

Andrea takes fashion for granted that makes Miranda angry with her. She, then, gives a quite long explanation about fashion to make her realize that fashion is not about what she wears but also about the history behind its production.

At last, both Miranda and Andrea, as the main characters in the movie, flout all types of maxim of Cooperative Principles using all the strategies. To convey the message through utterances, the characters mostly use the maxim of quantity. However, the strategy that is mostly used is giving too much information. It is because both Miranda and Andrea are informative persons so that they prefer to provide too much information than which is required by the listener in order to make the information clear.

In addition, in terms of the functions of the maxim flouting, convincing is the most often appearing function that occurs in the dialogue. It is Andrea's utterance which often arise this function. It is because she often communicates with Miranda and Emily who have higher position compared to her in which it requires really certain information especially when talking about her job. On the other hand, there are three functions that cannot be found in the analysis. They are annoying, enlightening, and inspiring. Annoying cannot be found in the movie because both Miranda and Andrea are clumsy. Annoying can only be achieved by people who have a very close relationship. However, in this movie, the story is mostly about

employment. In addition, Miranda is characterized as a vicious boss, so that this function does not occur. If it occurs, then, it will weaken Miranda's characterization. Also, enlightening and inspiring are not found in the movie because both characters do not care about their surroundings and people in their environments because they are very busy working which demands perfection. They also do not have time to give some motivation and intellectual or spiritual view to the hearer. Hence, the effect of enlightening and inspiring are not found.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the analysis in the findings and discussion section, the researcher draws three conclusions which are presented below.

1. In relation with the first objective which is describing the types of maxim flouting performed by the main characters in *The Devil Wears Prada*, it can be concluded that Miranda and Andrea as the main characters in the movie flout all types of maxim. There are four types of maxim flouting. They are maxim of quantity, maxim of quality, maxim of manner, and maxim of relation flouting. The maxim of quantity flouting becomes the main type of maxim flouting which is performed by the main characters. They have a tendency to flout this maxim to make the information given to the listener clearer. It is done by giving too much information rather than giving too little one. Meanwhile, maxim of manner flouting rarely occurs in the movie because the characters are assertive kind of persons. They avoid giving unclear information which leads the understanding of the hearer.

2. In relation with the second objective which is identifying the strategies of maxim flouting performed by the main characters in *The Devil Wears Prada*, it can be concluded that all the strategies to flout the maxim are done by the main characters in the movie. They are giving too little information, giving too much information,

using hyperbole, metaphor, irony, and banter, being obscure, and being irrelevant. Giving too little and too much information are used to flout the maxim of quantity; hyperbole, metaphor, irony, and banter are used to flout the maxim of quality. Meanwhile, being obscure and being irrelevant are used to flout the maxim of manner and relation. The most used strategy is giving too much information. It is because both characters are informative. They are required to give very clear information to the listener especially when it is about their job to avoid misunderstanding and the imperfection of the job.

3. In relation with the third objective which is describing the functions of maxim flouting performed by the main characters in *The Devil Wears Prada*, it can be concluded that only nine functions appear in the movie. They are convincing, surprising, boring, frightening, causing, insulting, alarming, getting the hearer to do something, and getting the hearer to realize something. The function that is mostly occurred in the movie is convincing. It is Andrea's utterances which often inflict this effect because when she gives information to her boss and the senior assistant, she is required to give very certain information particularly when talking about job. It can be concluded that both characters are the types of persons who are aware of the hearers' certainty on their utterances. On the other hand, annoying, enlightening, and inspiring do not appear in the movie. Annoying is not found in the movie because the characters are clumsy persons. Annoying can only be achieved by people who have a very close relationship. Meanwhile, in this movie, the story is mostly about job and employment. In addition, because Miranda, as

one of the main characters, is characterized as a vicious kind of woman, this function does not occur. If it occurs, then, it will break Miranda's characterization. Enlightening and inspiring are also not found in the movie because both characters are not concern about the people around them because they are very busy with their own business which requires perfection. By being not care, they do not utter something that can give motivation and new intellectual or spiritual knowledge to the listeners. In addition, they are rarely talking about personal things.

B. Suggestions

After concluding the research, the researcher proposes three suggestions for the Students of English Language and Literature, further researches with the same topic, and readers in general, which are presented below.

1. To the Students of English Language and Literature

Students of English language and Literature particularly who are majoring in linguistics are suggested to learn more about maxim flouting because it is a common phenomenon in language use in everyday life. It is also suggested to them to conduct a research about maxim flouting with different objectives because it has many aspects besides the strategies and functions that can be explored.

2. To Other Researchers

Future researchers who have an interest in conducting a research with the same topic are suggested to analyze other aspects besides types, strategies, and functions such as realizations of maxim flouting. In addition, the researchers can relate this topic with other topics in pragmatics such as politeness or impoliteness.

It can also be related to other branches of linguistics such as sociolinguistics to enrich the analysis.

3. To Readers in General

Readers in general are suggested to be more aware to the phenomenon called maxim flouting because it is a part of everyday life and it often happens in daily conversation. By being more aware with the phenomenon, readers can be more sensitive in understanding the implied meanings that are uttered by flouting maxim. Meanwhile, when the readers want to utter something but expect the hearer to find the real meaning, they can understand more about the strategies that can be used.

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APPENDIX A

Data Sheet of Types, Strategies, and Functions of Maxim Flouting in *The Devil Wears Prada* Movie

Notes:

QN	: Maxim of Quantity	IR	: Irony	FR	: Frightening
QL	: Maxim of Quality	BT	: Banter	CA	: Causing
MN	: Maxim of Manner	BI	: Being Irrelevant	IL	: Insulting
RL	: Maxim of Relation	BO	: Being Obscure	AL	: Alarming
GL	: Giving to little information	CO	: Convincing	EN	: Enlightening
GM	: Giving too much information	SU	: Surprising	IP	: Inspiring
HB	: Hyperbole	BR	: Boring	GD	: Getting the hearer to do something
MT	: Metaphor	AN	: Annoying	GR	: Getting the hearer to realize something

No.	Data	Maxim Flouting																								Explanation
		Types				Strategies								Functions												
		Q	Q	M	R	G	G	H	M	I	B	B	B	C	S	B	A	F	C	I	A	E	I	G	G	
		N	L	N	L	L	M	B	T	R	T	I	O	O	U	R	N	R	A	L	L	N	P	D	R	
1.	<p>Miranda: I don't understand why it's so difficult to confirm an appointment.</p> <p>Emily: I know. I'm so sorry, Miranda. I actually did confirm last night.</p>																								Miranda gives complain to Emily why it is difficult to confirm an appointment. Therefore, Emily gives an excuse towards her complain. Yet, Miranda does not want to hear the excuse. She keeps talking about many things she wants. By giving too much information in the utterance, she flouts the maxim of quantity. The function is to get Emily do what she asked for.	

No.	Data	Maxim Flouting																						Explanation
		Types				Strategies								Functions										
		Q	Q	M	R	G	G	H	M	I	B	B	B	C	S	B	A	F	C	I	A	E	I	
N	L	N	L	L	M	B	T	R	T	I	O	O	U	R	N	R	A	L	L	N	P	D	R	
	Miranda: Details of your incompetence do not interest me. Tell Simone I'm not going to approve that girl that she sent me for the Brazilian layout. I asked for clean, athletic, smiling. She sent me dirty, tired and paunchy. And R.S.V.P. Yes to the Michael Kors party. I want the driver to drop me off at 9:30 and pick me up at 9:45 sharp. Call Natalie at Glorious Foods, tell her no for the 40th time. No, I don't want dacquoise. I want tortes filled with warm rhubarb compote. Then call my ex-husband and remind him the parent-teacher conference is at Dalton tonight. Then call my husband, ask him to																							

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	meet me for dinner at that place I went to with Massimo. Tell Richard I saw the pictures that he sent for that feature on the female paratroopers... and they're all so deeply unattractive. Is it impossible to find a lovely, slender female paratrooper?																								
2.	<p>Miranda: And what are you doing here?</p> <p>Andrea: Well, I think I could do a good job as your assistant. And, um- yeah, I came to New York to be a journalist and sent letters out everywhere and then finally got a call from Elias- Clarke and met Sherry up at Human Resources. And basically it's this or Auto Universe.</p>																								When Andrea meets Miranda in her office to have an interview, Miranda asked what her purpose to be in her room is. However, Andrea gives much information than is required by Miranda and she fails to observe the maxim of quantity. Andrea wants Miranda to know that she needs a job. The function of the maxim of quantity flouting is to get the hearer convinced. It makes Miranda believe that Andrea can be her assistant.

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
3.	<p>Miranda: and you have no style or sense of fashion.</p> <p>Andrea: Well, um, I think that depends on what you're...</p> <p>Miranda: No, no. That wasn't a question.</p> <p>Andrea: Um, I was editor in chief of the Daily Northwestern. I also, um, won a national competition for college journalists...with my series on the janitors' union, which exposed the exploitation.</p>																								At first, Miranda seems do not want to hire Andrea because of her bad sense of fashion. She wants to end up the interview by saying “No, no. That wasn’t a question.” Yet, Andrea gives quiet long additional information about herself to convince Miranda that she can do the job. By giving too much information, Andrea fails to observe the maxim of quantity.
4.	<p>Miranda: That’s all.</p> <p>Andrea: Yeah. You know, okay. You're right. I don't fit in here. I am not skinny or glamorous...and I don’t know that much about fashion. But I'm smart. I learn fast and I will work very hard.</p>																								Miranda ends up the interview by saying “That’s all.” Then, Andrea goes out from Miranda’s room. Yet, she looks back to Miranda and keeps promoting herself by saying that although she is not skinny or glamorous. Andrea is said to give too much information about her. That is why the dialogue is considered as an example of giving too much information. The func-

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
																									tion is to convince Miranda that she is smart and can be her assistant.
5.	Andrea: Hello? Emily: Where are you? Andrea: Oh, I’m almost there. Yeah.																								Emily calls Andrea to ask where she is. Andrea gives too little information about where she is. She prefers to state that she is almost there instead of explaining where she is exactly. By giving too little information, she fails to observe the maxim of quantity. She tries to convince Emily that it won’t take too much time to arrive.
6.	Miranda: Is there some reason that my coffee isn’t here? Has she died or something? Emily: No. (whispers) God.																								Miranda wants her morning coffee. However, the one who’s responsible for it is late. Hence, she questions whether she has died or something. By uttering the hyperbole statement, she fails to observe the maxim of quantity. It causes the effect of getting the hearer to do something. Either get her the morning coffee or call the one who’s responsible for it to get the coffee.

No.	Data	Maxim Flouting																								Explanation
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P	G D	G R	
7.	<p>Nigel: I guessed an eight and a half.</p> <p>Andrea: Um, uh, that’s very nice of you. But I don’t think I need these. Miranda hired me. She knows what I look like.</p>																									Nigel gives Andrea a new pair of shoes to spice up her appearance. Yet, Andrea tries to refuse the shoes. By giving too much information to Nigel, she fails to observe the maxim of quantity. It is done to convince Nigel that she does not need the new pair of shoes because she is comfortable with her own style and she thinks that Miranda does not mind with her look since she hired her just the way she is.
8.	<p>Miranda: how many times do I have to scream your name?</p> <p>Andrea: Actually, it’s Andy. My name is Andy. Andrea, but, uh, everybody calls me Andy.</p>																									If Miranda calls Emily, it means two: Emily or Andrea. In this case, Miranda calls Andrea by shouting Emily’s name. Here Andrea does not give a relevant answer towards Miranda’s question but she keeps explaining that her name is Andrea, not Emily. She flouts the maxim of relation by giving irrelevant answer. The utterance is purposed to make Miranda realize that her name is Andrea.
9.	<p>Andrea: Actually, it’s Andy. My name is Andy. Andrea, but, uh, everybody calls me Andy.</p> <p>Miranda: I need 10 or 15</p>																									While Andrea is explaining, Miranda gives irrelevant utterance. Here, she flouts the maxim of relation. The purpose of this utterance is to make the hearer to do something. Miranda wants Andrea to get

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	skirts from Calvin Klein.																								the skirts.
10.	<p>Andrea: What kind of skirt do you-</p> <p>Miranda: Please bore someone else with your questions. And make sure we have Pier 59 at 8.00 A.M tomorrow. Remind Jocelyn I need to see a few of those satchels that Marc is doing in the pony and then tell Simone I'll take Jackie if Maggie isn't available. Did Demarchelier confirm?</p>																								<p>Here, Andrea tries to ask what kind of skirt does Miranda want. She does not want to answer it but she gives many commands to Andrea. By giving too much information, Miranda flouts the maxim of quantity. The perlocutionary effect is to make the hearer to do something. In this case, Miranda wants Andrea to make sure that she has Pier 59 tomorrow, to remind Jocelyn, and to tell Simone.</p>
11.	<p>Nigel: Hmm. Corn chowder. That's an interesting choice. You do know that cellulite is one of the main ingredients in corn chowder.</p> <p>Andrea: So none of the girls here eat anything?</p> <p>Nigel: Not since two become the new four and zero become</p>																								<p>When Andrea goes to canteen and wonders why the girls are so skinny, she asks Nigel whether the girls in the company do not eat something. She flouts the maxim of quality since she believes what she utters is false. The girls must eat something. The strategy she used is banter. By using this strategy, Andrea seems uttering the bad condition about the girls in Runway but she actually gives compliment because they are so skinny. The perlocutinary effect is to bore</p>

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D	G R
	the new two.																									Nigel because he had already known that the girls are so skinny but Andrea keeps asking him such a rhetoric question.
12.	Miranda: No. I've seen all this before. Employee: Theyskens is trying to reinvent the drop waist, so actually it's- Miranda: Where all the other dresses?																									Miranda's employee tries to explain the difference between the previous and the new dress. Yet, Miranda gives irrelevant statement. She asks the employee where the other dresses are. In this case, she fails to observe the maxim of relation. In addition, the perlocutionary effect is to make the employee to do something which is getting her the other dresses.
13.	Miranda: Where all the other dresses? Employee: We have some right here. And I think it can be very interesting. Miranda: No. No. I just- It's just baffling to me. Why is it impossible to put together a decent run-through? You people have had hours and																									When Miranda asks for the other dresses, one of her employees shows her the dress, but Miranda refuse it because the dress is alike with the dress before. She complains about her employees' incompetency of handling the dress for the event. They actually have much time but it is not prepared well. Miranda gives too much information in her utterance responding to the employee's utterance by complaining their work. By giving too much information, Miranda flouts the maxim of

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	hours to prepare. It's just so confusing to me.																								quantity. The function is to get the employee realize that her work is not good because everything is not well prepared.
14.	Miranda: Something funny? Andrea: No. No, no. Nothing's- You know, it's just that both those belts look exactly the same to me. You know, I'm still learning about this stuff and, uh-																								In this case, Andrea laughs at the way people in her office see the two similar belts is totally different. Miranda then asks Andrea whether there's something funny and Andrea gives a quite long answer to explain. Here, Andrea flouts the maxim of quantity. The perlocutionary effect is to convince Miranda that there's nothing funny actually.
15.	Andrea: No. No, no. Nothing's- You know, it's just that both those belts look exactly the same to me. You know, I'm still learning about this stuff and, uh- Miranda: "This...stuff?" Oh. Okay. I see. You think this has nothing to do with you. You go to your closet... and you select... I don't know... that lumpy blue sweater, for																								Andrea thinks that it is funny that two similar belt that looks the same are said to be so different by an employee. Then, Miranda gives a long respond towards Andrea's comment. She explains that fashion is about detail, blue is not just blue but it can vary. By giving too much information, Miranda flouts the maxim of quantity. The function is to make Andrea realize that fashion is not that simple as she may think.

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q	Q	M	R	G	G	H	M	I	B	B	B	C	S	B	A	F	C	I	A	E	I		G	G
		N	L	N	L	L	M	B	T	R	T	I	O	O	U	R	N	R	A	L	L	N	P		D	R
	instance... because you’re trying to tell the world that you take yourself too seriously... to care about what you put on your back. But what you don't know is that that sweater is not just blue. It's not turquoise. It's not lapis. It's actually cerulean. And you're also blithely unaware of the fact... that in 2002, Oscar de la Renta did a collection of cerulean gowns. And then I think it was Yves Saint Laurent... wasn’t it...who showed cerulean military jackets? -I think we need a jacket here. -Mmm. And then cerulean quickly showed up in the collections of eight different designers. And then it, uh, filtered down through the department stores... and then trickled on down into some tragic Casual Corner... and then trickled on down																									

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	into some tragic Casual Corner... where you, no doubt, fished it out of some clearance bin. However, that blue represents millions of dollars... and countless jobs... and it’s sort of comical how you think that you've made a choice... that exempts you from the fashion industry... when, in fact... you're wearing a sweater that was selected for you by the people in this room... from a pile of stuff.																								
16.	Andrea: And you should have seen the look she gave me! I thought the flesh was gonna melt off her face. Nate: (chuckling)																								Andrea comment on the way Andrea looks at her by using hyperbole. Here, she flouts the maxim of quality since she believes what she said is false. The perlocutionary effect is to convince the hearer who is Nate, her boyfriend.

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D	G R
17	<p>Nate: (chuckling)</p> <p>Andrea: It’s not funny. She’s not happy unless everyone around her is panicked, nauseous, or suicidal. And the Clackers just worship her.</p> <p>Nate: The who?</p> <p>Andrea: They call them the clackers.</p>																									The dialogue happens when Andrea tells Nate what makes her get a bad mood. She tells Nate some bad behavior of Miranda, yet Nate thinks that it is only a joke. Here, Andrea explains the bad things about Miranda by using hyperbole. Moreover, she says what she believes to be false like “She’s not happy unless everyone around her is panicked, nauseous, or suicidal.” By uttering it, Andrea fails to observe the maxim of quality. The function is to convince Nate that Miranda is a kind of bad woman.
18.	<p>Andrea: Oh, good morning, Miranda.</p> <p>Miranda: Get me Isaac. I don’t see my breakfast here. Are my eggs here? Where are my eggs?</p>																									When Andrea greets Miranda by saying good morning, Miranda does not greet her back but she gives an irrelevant answer by asking Andrea for her breakfast. By giving an irrelevant answer, Miranda fails to observe the maxim of relation. The perlocutionary effect is to make Andrea do something that is getting Miranda’s breakfast.

No.	Data	Maxim Flouting																								Explanation
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P	G D	G R	
19.	Andrea: Dad, how did you- Dad: it's- Andrea: I'm gonna kill mom. Dad, thank you.																									In the conversation between Andrea and her father, she wants to thank her father for giving her some money. She confesses it by using banter. She utters a bad thing first but it actually means good. She utters that she will kill her mom because the money her father has given is also needed by her mother and father, so if the money is given to her, the income of the family decrease. By using banter, Andrea flouts the maxim of quality. The function is to make her father realize that she really thanks him for giving her some money.
20.	Andrea: Miranda, I'm so sorry. Miranda: Do you know why I hired you? I always hire the same girl- stylish, slender, of course... worships the magazine. But so often, they turn out to be- I don't know-disappointing and, um...stupid. So you, with that impressive resume...and the big speech about your so-called work ethic- I, um- I																									Andrea asks for an apology because she failed to get Miranda a ticket to fly back to New York. Meanwhile, Miranda gives long and obscure explanation to her instead of giving a direct forgiveness. By being obscure, Miranda flouts the maxim of manner. The function is frightening Andrea because she knows that if she disappoints Miranda, her career in publishing will not be easy.

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	thought you would be different. I said to myself, go ahead. Take a chance. Hire the smart, fat girl. I had hope. My God. I live on it. Anyway, you ended up disappointing me more than, um- more than any of the other silly girls.																								
21.	James Holt: It's a sketch of Miranda's dress for the benefit. Also the centerpiece of my spring collection. Top secret stuff. Andrea: I'll guard it with my life.																								When the man gives an important file to Andrea, she says that she will guard it with her life. It is kind of hyperbole. By using hyperbole, she flouts the maxim of quality. The function is to convince the man that Andrea will keep it well.
22.	Nigel: But we're not expected until Tuesday. Did she say why? Andrea: Yes. Yeah, she explained every detail of her decision making. And then we brushed each other's hair and																								Nigel and Andrea both know that if Miranda makes a decision, she never tells the reason why she makes the decision. Suddenly, Miranda changes her planning about having an interview one day faster than the previous planning. Yet, Nigel asks Andrea to make sure that Miranda changes the planning. Andrea, then, answers

No.	Data	Maxim Flouting																								Explanation
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P	G D	G R	
25.	Andrea: You want the unpublished manuscript? Miranda: We know everyone in publishing. It shouldn't be a problem, should it? And you can do anything, right?																									Andrea is surprised that Miranda wants the new unpublished manuscript, so she asks Miranda to confirm it. Miranda seems to give an irrelevant answer. She can simply say yes but she prefers to say that it should not be a problem to get the unpublished manuscript because they know everyone in publishing. The function is insulting Andrea to get the manuscript.
26.	Andrea: Is she back? Am I fired? Emily: I rarely say this to people who aren't me... but you have got to calm down. Bloody hell! Miranda: (walks to her room) Coat, bag. What's that? Oh, I don't want that. I'm having lunch with Irv. I'll be back at 3:00. I'd like my Starbucks waiting. Oh, and if you don't have the Harry Potter book by then...don't even bother coming back.																									Andrea is afraid that Miranda has arrived to the office first before she prepares her meal. She shouts whether she is late or not. Emily warns her not to be noisy. While Andrea preparing for her meal, Miranda comes. She asks for her coat and bag. She also says that she does not want the meal because she will be having lunch with Irv. She also says that she'll be back at 3:00 and would like her Starbucks waiting. Also, she warns Andrea that if she doe not get the Harry Potter manuscript, she will retire her. By giving too much information, Miranda flouts the maxim of quantity. The function is to frighten Andrea that she has to get the book.

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D	G R
27.	Nate: Hello? Quit? Are you sure? Andrea: I failed. She’s gonna fire me anyway. I might as well beat her to the punch.																									Nate asks Andrea to make sure that she really quits or not. Yet, Andrea does not simply answer it by saying yes. She explains more by giving too much information. In this case, she flouts the maxim of quantity. The function of the maxim flouting done by Andrea is to convince that she cannot survive the job anymore.
28.	Miranda: One copy. What are my twins gonna do with that? Share? Andrea: Oh, no. I made two copies... and had them covered, reset and bound so that they wouldn’t look like manuscripts. This is an extra copy to have on file. You know, just in case.																									Miranda asks for the copy of Harry Potter manuscript that Andrea brought. She asks whether Andrea only brought one copy. Actually, Andrea has three copies of it. Hence, she tries to explain to Miranda by giving too much information. By giving too much information, Andrea flouts the maxim of quantity. The function is to surprise Miranda that actually Andrea can get the unpublished manuscripts.
29.	Andrea: Oh, no. I made two copies... and had them covered, reset and bound so that they wouldn’t look like manuscripts. This is an extra copy to have on																									Andrea actually has made three copies of Harry Potter manuscript. Yet, Andrea only gives one copy to Miranda. She thinks that Andrea only has one copy. Hence, she asks the other copies using irony by mentioning

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	file. You know, just in case. Miranda: Where are these fabulous copies? I don't see them anywhere. Andrea: They're with the twins, on the train on the way to Grandma's.																								the fabulous copy. In this case, Miranda flouts the maxim of quality. The function is to make Andrea realize that Miranda only see one copy, not three copies in front of her eyes.
30.	Andrea: I'm sorry. Nigel: Don't make me feed you to one of the models. Andrea: I'm sorry. It's a busy day. My personal life is hanging by a thread , that's all.																								Andrea asks for an apology to Nigel because she said a harsh word to him. She tries to explain what has happen with her and she does not mean the harsh word. She gives explanation about what happen to her and her personal life by using metaphor. Hence, it is said that Andrea flouts the maxim of quantity. The function is to convince Nigel that actually her personal life is not in a good condition.
31.	Emily: Right. Well, everybody will be leaving soon to get ready... so I suggest you go and drop Miranda's Fendi bag off at the showroom...and then																								Emily tells Andrea that she can go home earlier. Andrea feels glad because she can get ready for Nate's little birthday party. She tells Emily that she will buy some cake first which is not important for Emily

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	I suppose you can just go home. Andrea: Yeah? Oh, well, that is great. Perfect actually. I need to Magnolia bakery before it closes. It’s Nate’s birthday tonight. So we’re, uh, having a little party for him.																								to hear. She gives too much information. Hence, she flouts the maxim of quantity. The function of this utterance is to bore Emily.
32.	Miranda: Before the benefit tonight, I need to make sure... that you’re both fully prepped on the guest list. Andrea: But I thought that only the first assistant went to the benefit. Miranda: Only when the first assistant hasn’t decided to become ...an incubus of viral plague.																								Miranda wants both Andrea and Emily go to the benefit to help her there. The first plan is that only Emily goes, but Emily get a cold that it is impossible that she goes alone with Miranda. The strategy used is being obscure because she mentions the first assistant and an incubus of viral plague which are not clear and obscure. Therefore, Miranda flouts the maxim of manner. The function is surprising both of them that finally they both go to the benefit.
33.	Miranda: Andrea? Do you have the book? Andrea: Oh. Uh- (giving the																								Firstly, Andrea gives a book to Miranda. Suddenly, Miranda changes the topic and talks about Paris and her planning of replacing Emily with Andrea. She seems to

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D	G R
	book) Miranda: Mm. Paris is the most important week of my entire year. I need the best possible team with me. That no longer includes Emily.																									give an irrelevant respond in the conversation. Hence, it is said that Miranda flouts the maxim of relation. The function is to insult Andrea that she has to go to Paris with Miranda.
34.	Miranda: Mm. Paris is the most important week of my entire year. I need the best possible team with me. That no longer includes Emily. Andrea: Wait. You want me to- no, Miranda. Emily would die. Her whole life is about Paris. She hasn't eaten in weeks. I-I can't...do that. Miranda, I can't.																									Andrea's utterance contains hyperbole like when she says "Emily would die" and "she hasn't eaten in weeks". Hence, it is said that she flouts the maxim of quality. The function is to alarm Miranda that Emily will be very disappointed if she does not go to Paris with Miranda.
35.	Andrea: Oh, Stephen is- So I don't need to fetch Stephen from the airport tomorrow? Miranda: Well, if you speak to him and he decides to rethink																									Andrea asks Miranda whether she needs to fetch Stephen or not. Yet, Miranda gives too much information instead of saying yes or no. Hence, it is said that Miranda flouts the maxim of quantity. The function is to get Andrea do something. In this case, to

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
	the divorce...then, yes, fetch away. You're very fetching, so go fetch. And then we get back to New York, we need to contact, um...Leslie to see what she can do to minimize the press...on all this. Another divorce... splashed across page six. I can just imagine what they're gonna write about me. The Dragon Lady, career-obsessed. Snow Queen drives away another Mr. Priestly. Rupert Murdoch should cut me a check... for all the papers I sell for him. Anyway, I don't- I don't really care what anybody writes about me. But my- my girls, I just- It's just so unfair to the girls. It's just...another disappointment... another letdown, another father... figure- gone. Anyway, the point is- The point is- The point is we really need to																								contact Leslie and to place Donatella in the right seat because she's barely speaking.

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D	G R
	figure out where to place Donatella...because she's barely speaking to anyone.																									
36.	Andrea: Is there anything else I can do? Miranda: Your job.																									Andrea asks what else she can do for Miranda. In the dialogue, Miranda only provides too little information by saying “Your job.” In this case, Miranda flouts the maxim of quantity. The function is to make Andrea do her own job, nothing to do with Miranda’s business.
37.	Christian: I’m Christian Thompson. That’s my way. Andrea:That’s your way. Right. Christian: I work freelance. I have a lot of free time on my hands. Andrea: You know, I never understood...why everyone was so crazy about Paris...but....it’s so beautiful.																									When Andrea walks on the street in Paris with Christian, she says to him that Paris is beautiful in such a way. At first, she says that she never understood why people except her were so crazy about Paris, but then, she utters that yes, Paris is a beautiful city. By giving a bad comment about Paris at first and then it turns to be a compliment, Andrea flouts the maxim of quality. The strategy used by Andrea is called banter. In addition, the function is to get Christian realize that Paris is so beautiful.

No.	Data	Maxim Flouting																						Explanation		
		Types				Strategies								Functions												
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D	G R
38.	Christian: She’s a big girl. She’ll be fine. Andrea: Shi- I have to go.																									Andrea is surprised knowing that Miranda will be replaced with Jacqueline Follet. However, Christian keeps convincing Andrea that it will not be a big matter for Miranda because he thinks Miranda is a tough woman but Andrea does not think so. Suddenly, she says that she has to go. By giving irrelevant respond to Christian’s utterance, Andrea flouts the maxim of relation. The perlocutionary effect is surprising Christian that suddenly she wants to go and leave him.
39.	Andrea: Mr. Ravitz, I’m so sorry to bother you. I was wondering- Miranda: Have you completely lost your mind?																									Andrea thinks that she can save Miranda’s career by compromising with Mr. Ravitz, so she decides to come to his apartment to meet him. She knocks his door loudly. Then, Mr. Ravitz opens the door and Andrea wants to tell him the truth. Suddenly, Miranda comes out from Mr. Ravitz room and says whether Andrea has completely lost her mind. It is a kind of hyperbole. Therefore, Miranda flouts the maxim of quality. The function is causing. The utterance makes Andrea feels guilty and then leaves Mr. Ravitz and Miranda.

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
40.	Andrea: Miranda. Miranda. Wait, I need to talk to you. Irv is making Jacqueline Follet the editor in chief of Runway. Christian Thompson told me he’s gonna work for her. Irv is gonna tell you today. I thought maybe if I told you, that you could fix it. Miranda: Do I smell freesias?																								Andrea tries to tell Miranda that her position as the editor in-chief in Runway will be replaced with Jacqueline Follet. Yet, Miranda gives an irrelevant respond towards Andrea’s statement. She asks whether she smells freesias. By giving an irrelevant respond, Miranda flouts the maxim of relation. The function is to alarm Andrea that she does not want to see freesias in the flower arrangement.
41.	Andrea: I don't think I'm like that... I couldn't do what you did to Nigel, Miranda. I couldn't do something like that. Miranda: Mm. You already did.																								Andrea says that she is not like Andrea who does the bad thing to Nigel and she will not do it to anyone. Yet, Miranda answers that she already did without mentioning to whom. By saying it, Miranda flouts the maxim of quantity. The function is to make Andrea realize that she also does the same.

No.	Data	Maxim Flouting																						Explanation	
		Types				Strategies								Functions											
		Q N	Q L	M N	R L	G L	G M	H B	M T	I R	B T	B I	B O	C O	S U	B R	A N	F R	C A	I L	A L	E N	I P		G D
42.	Interviewer: You were there for less than a year. What the hell kind of a blip is that? Andrea: Learned a lot.																								Andrea has a job interview in a publishing after quitting from Runway. The interviewer wants to know why Andrea works for Runway in a short time. Yet, Andrea answers shortly by saying “learned a lot.” She flouts the maxim of quantity because she only provides too little information. The function is to convince the interviewer that although she worked in a very short time, she has learned a lot of things in Runway magazine.

Appendix B. Surat Pernyataan Triangulasi**SURAT PERNYATAAN TRIANGULASI**

Yang bertanda tangan di bawah ini, say

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menyatakan bahwa saya telah melakukan triangulasi data pada karya tulis ilmiah (skripsi) dari mahasiswa

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Fakultas : Bahasa dan Seni

Judul : A Pragmatic Analysis of Maxim Flouting Done by the Main Characters in *The Devil Wears Prada*

Demikian surat pernyataan ini saya buat. Semoga dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 01 September 2015

Triangulator



Aprilia Nurina Putri

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Demikian surat pernyataan ini saya buat. Semoga dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 01 September 2015

Triangulator



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Yogyakarta, 01 September 2015

Triangulator



Rizky Yulia Nursanti